★ July 3, 1948

THE NEW YORKER

Price 20 cents

STAINLESS STEEL IS SANITARY – STAINLESS STEEL STAYS BRIGHT –
and this trade-mark means the product is made of quality stainless

NOTHING equals stainless steel in lasting loveliness, easy cleaning, economy and immunity to destructive agents. And any time you see the U·S·S trade-mark on a stainless steel article you're buying . . . whether it's a kitchen sink or a roasting pan . . . you can be sure you're getting *good* stainless steel. For the U·S·S trade-mark means just this: the manufacturer has made his article of quality steel . . . and wants you to know it.

MANUFACTURED FROM USS STAINLESS STEEL UNITED STATES STEEL

U·S·S Stainless Steel is the lasting decorative metal . . . for everything from automobiles to watches.

U·S·S Stainless Steel assures cleanliness and economy in hospitals, food plants, schools, laundries.

The U·S·S trade-mark shown above is one of a family of U·S·S trade-marks. Some say "Premier Spring Wire" or "Vitrenamel" or just plain "Steel" . . . but all have the big letters U·S·S prominently displayed. Whenever you see these letters U·S·S—the trade-mark of United States Steel—you know the steel is good.

LISTEN TO . . . The Theatre Guild on the Air, *presented every Sunday evening by United States Steel. American Broadcasting Company, coast-to-coast network. Consult your newspaper for time and station.*

UNITED STATES STEEL

Subsidiary companies: AMERICAN BRIDGE COMPANY • AMERICAN STEEL & WIRE COMPANY
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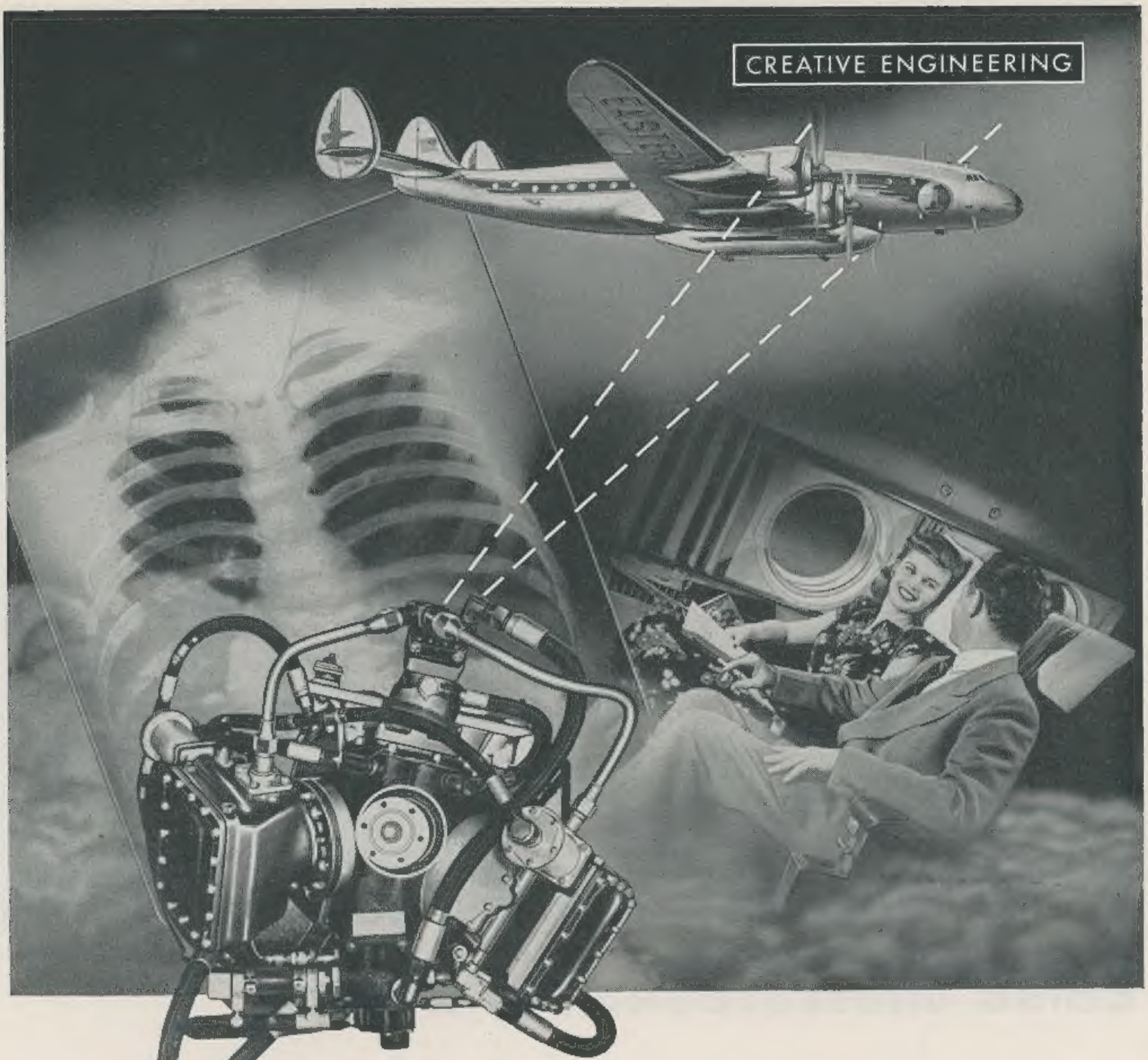


"LUNGS" *for the luxury airliners...*

Up in the troposphere the big problem is *breathing!*

Outside is thin, freezing-cold atmosphere. Somehow it must be scooped up, compressed and delivered inside the cabin, richer in oxygen, near sea-level in density, *breathable.*

Now complicate the job by stingy space and weight limitations, plus a vital specification for unfailing performance, and you've some idea what AiResearch engineers faced in creating the cabin supercharger—"lungs" for luxury airliners.

Today, the majority of new military and commercial aircraft depend on AiResearch cabin pressurization and air conditioning equipment. Today, you ride comfortably at 20,000 feet or higher because AiResearch knows how to mirror-finish cabin supercharger parts to 2/10,000ths of an inch—knows how to make gears spin safely at a dizzy 32,000 r.p.m.

The engineering "know-how"... the research and laboratory facilities... and the manufacturing skills of AiResearch are now available to you, whatever your field may be.

• **AiResearch engineers—designers of rotors operating in excess of 100,000 r.p.m.—invite your toughest problems involving high-speed wheels. Specialized experience is also available in designing and manufacturing compact turbines, and compressors; actuators with high-speed rotors; air, gas and fluid heat exchangers; air pressure, temperature and other automatic controls.**

For information, write: AiResearch Manufacturing Company, Los Angeles 45, California.

AiResearch
DIVISION OF
THE GARRETT CORPORATION

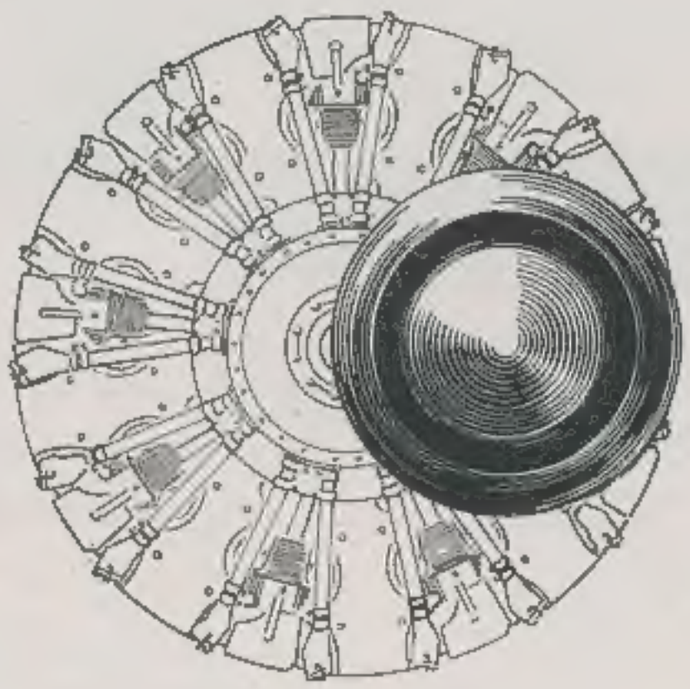
Mamba

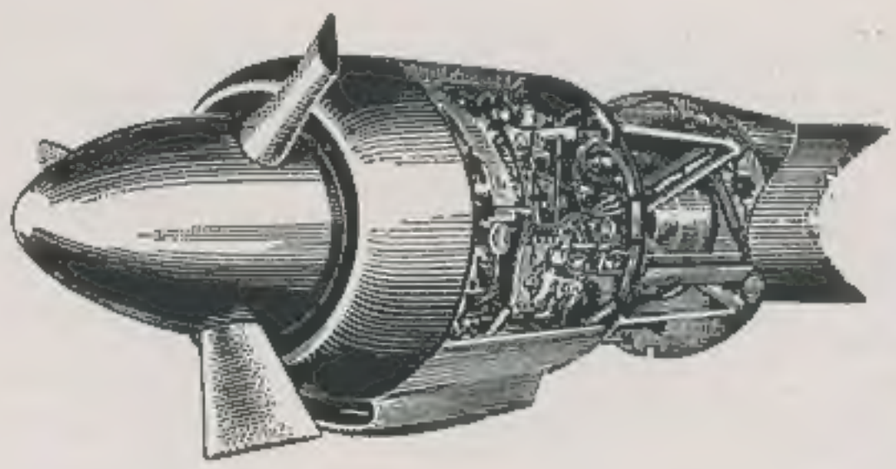
No 1

memoranda

FRONTAL AREA

The frontal area of the Mamba is less than 30 per cent of that of an equivalent piston engine.





ARMSTRONG SIDDELEY MOTORS LIMITED

PARKSIDE COVENTRY (BRANCH OF HAWKER SIDDELEY AIRCRAFT CO. LTD.)

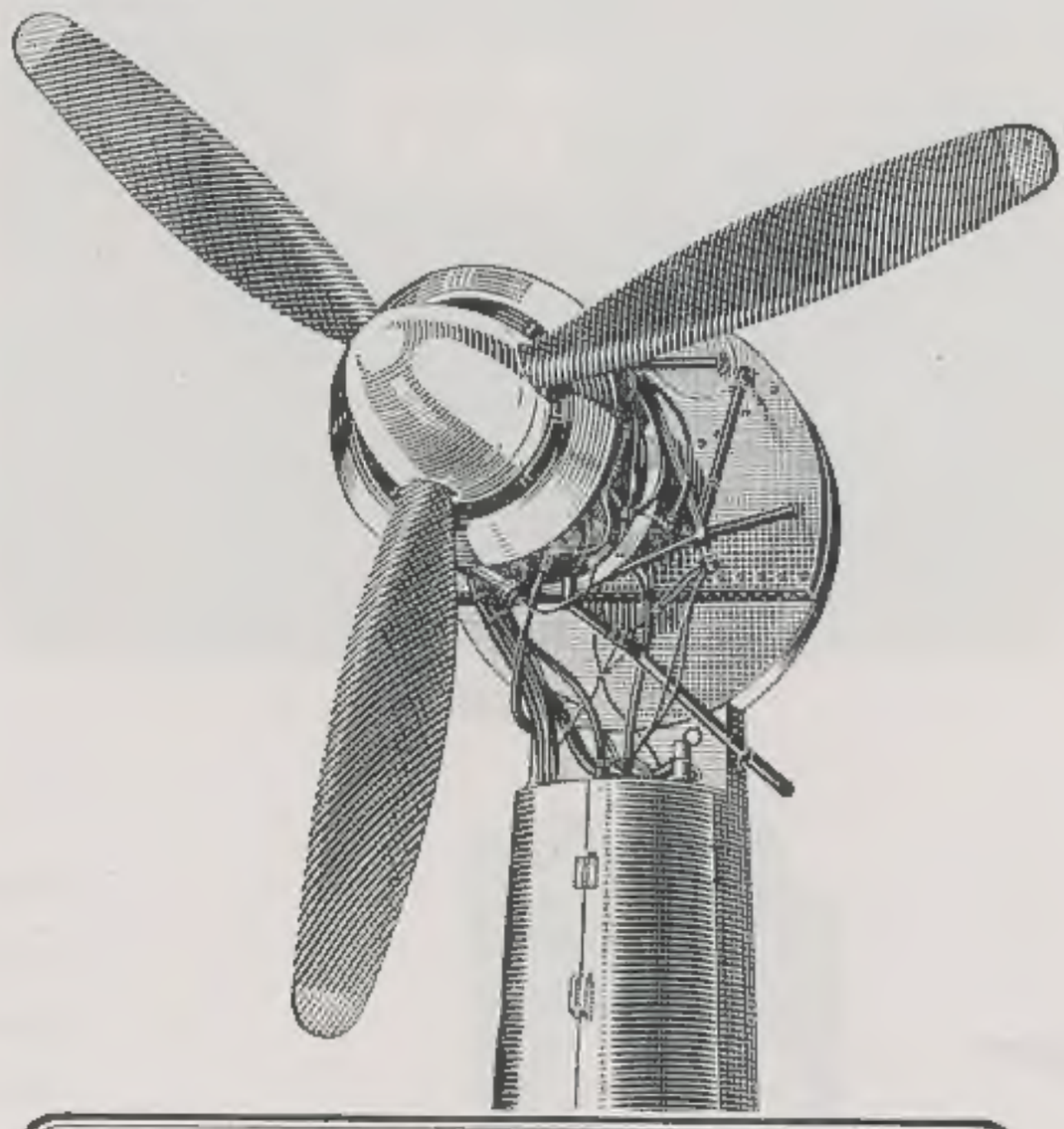
POWER TODAY FOR THE PLANES OF TOMORROW

3000 hours

of development

testing

already



MAMBA

PROPELLER TURBINE ENGINES

ARMSTRONG SIDDELEY MOTORS LIMITED
PARKSIDE COVENTRY (BRANCH OF HAWKER SIDDELEY AIRCRAFT CO. LTD.)

By August 31st, 1948

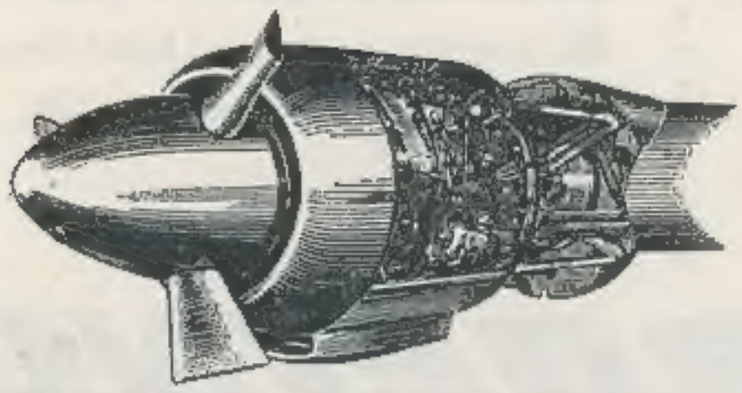
The MAMBA *had completed*

5000 *hours development running*

500 *hours endurance test*

150 *hours civil and military type test*

100 *hours flying*



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PARKSIDE, COVENTRY, ENG. (BRANCH OF HAWKER SIDDELEY GROUP LTD)

ARMSTRONG SIDDELEY MOTORS LIMITED

Parkside, Coventry, England

BRANCH OF HAWKER SIDDELEY AIRCRAFT COMPANY LIMITED

A156/8

ARROWHEAD Lodge and COTTAGES

Private Estate on the shore of Beautiful Long Lake. Do what you like when you like in this Maine Woods' setting.

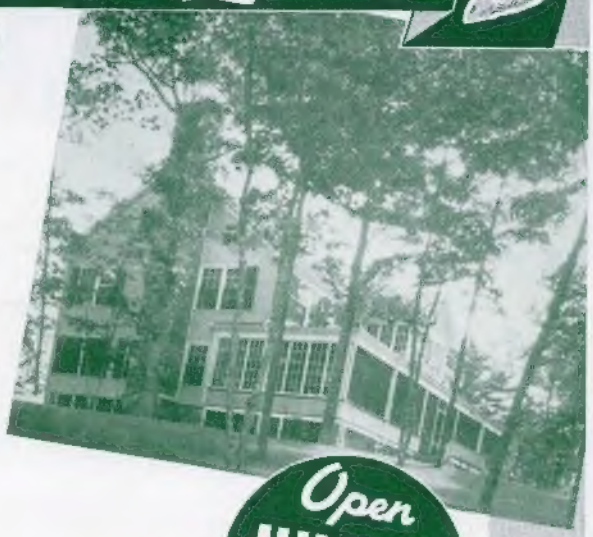
Relax, Rest and Enjoy a variety of Sports to satisfy your vacation desire.

Tennis, Archery, Boating, Bathing, Fishing, Hunting. Golf nearby. Private Sandy Beach, 70 acres of Pines and a mile of shore front.

Main Lodge and Cottages furnished in Pine; excellent Food; American Plan.

For complete information, rates and booklet write:

THOS. GALLAGHER, Prop.



Open JUNE 1st through DECEMBER

NAPLES, MAINE

Long-Wood Lodge
AND
COTTAGES

NAPLES MAINE

Beautifully situated on the west shore of picturesque Long Lake, in the heart of the famous Sebago-Long Lake Region, LONG-WOOD LODGE and COTTAGES offer you a really luxurious Maine vacation.

Individual modern cottages—heated—stall showers—hot and cold running water—large screened porches.

Excellent chef—finest and most delicious food served in attractive central dining room at water's edge.

FISHING—Salmon, Bass, Trout, Togue
HUNTING—Deer Guides Available

SPORTS—Excellent private sand bathing beach—boating—clay tennis court—shuffleboard—ping-pong—movies. Golf courses and saddle horses for hire nearby.

Open May 1st to November 30th American Plan only
Special rates until June 30th and after Labor Day

Booklet on request

THE PROCTOR HOUSE

Accommodations for 100 guests. Located 28 miles from Portland on Route 302 on the shore of the Bay of Naples. One mile to golf links.

We have our own Casino for dancing, Ping-pong, etc., also Tennis Court, Sandy Bathing Beach, Diving Float, Boats available. Good fishing.

Comfortable beds and food that is a tradition. Every facility for rest, relaxation and a happy vacation.

In addition to the main house, there are cottages equipped with modern conveniences.

Our rates are reasonable. We will be very glad to send you an illustrated booklet.

MR. and MRS. RALPH A. DUPERRAULT
NAPLES MAINE

Cumberland County

Cumberland County, Maine's most populous area, is, like York, a scenic wonderland stretching from the mountains to the sea. Along the coast, where most vacationers enter the State, are innumerable beaches, stern headlands and cliffs, hundreds of harbors, islands and inlets, where boating, swimming and deep and shallow water fishing offer residents and vacationers alike an unlimited scope of activities.

Inland the great Sebago Lake-Long Lake chain, with its scores of lesser lakes and ponds and streams covering an area of hundreds of square miles provides a recreational area for many thousands of persons annually.

Pine Point, adjoining the Old Orchard Beach section of York County, continues the beach features of the coast, with famous resort centers such as Prouts Neck, Scarborough Beach, Higgins Beach, and Cape Elizabeth forming the southern side of the great Casco Bay area centering on Maine's largest city, Portland. The Casco Bay area contains hundreds of islands long popular with vacationists. Along its shores, from Cape Cottage and South Portland, Route One passes through Falmouth, Cumberland, Yarmouth, Freeport and Brunswick, thence seaward southeast to the northern shores of Casco Bay, to the resort and fishing areas of Harpswell, Orr's Island and Bailey.

Portland is the metropolis for this coastal area, "the beautiful town that is seated by the sea" of its native Longfellow. On a peninsula less than a mile wide, swept by cool sea breezes, it is a city of modern hotels, banks, department stores, theaters, libraries, churches and museums. Eight golf courses, many tennis courts,

(Continued on Page 32)

on Maine Coast

8 Miles South of Portland

The Atlantic House is located in one of the most private spots on the coast, where families or individuals may enjoy excellent food, surf bathing, tennis, and shuffleboard. Golf courses near.

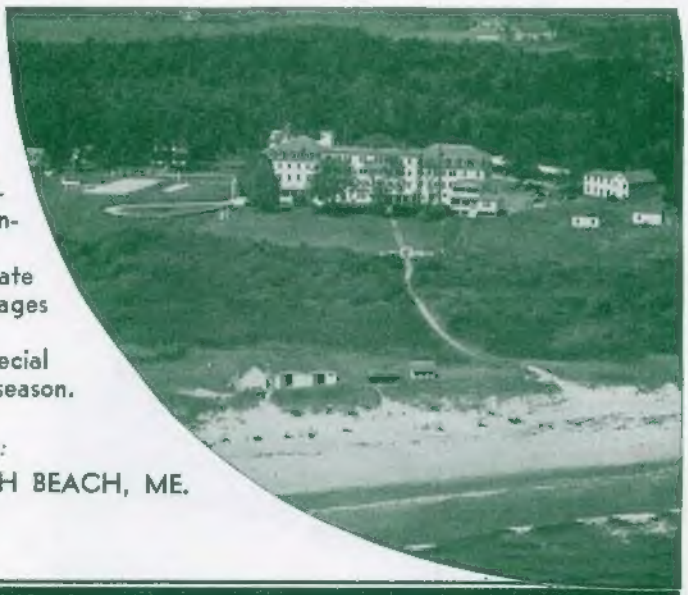
All rooms with hot and cold running water or private bath. Elevator service. Capacity 125. Cottages and hotel, American Plan.

Rates, $5.50 to $7 per day per person. Special rates for children except in middle of season.

Open June 17 until September 18.

For further information, address:

J. R. KNIGHT SCARBOROUGH BEACH, ME.



EST. 1850

Atlantic House and Cottages

SCARBOROUGH BEACH · MAINE

modern little town in the valley of the Carrabassett River, which provides waterpower here for several mills. Maine's first Governor, William King, lived here. It commands a marvelous view of mountains to the west, including Mount Abraham, Saddleback, Spaulding, Sugar Loaf and Crocker Mountains.

Further along on Route 27 are Carrabassett and Bigelow, small settlements on the Carrabassett and surrounded by deep forests. The Bigelow Game Preserve takes in parts of Bigelow and Dead River Plantation. It is a vast wooded area where big game, game birds and smaller animals roam unmolested. Stratton and Eustis are villages famed as campsites on the Arnold Trail, named for the route taken by Benedict Arnold and his men on their ill-fated march through Maine to Quebec. Just outside of Stratton are the famous Cathedral Pines, a tract of several square miles of tall Norway pines, one of the few remaining stands of virgin timber. From Eustis the road follows the northern branch of Dead River over the Height of Land and through Chain of Ponds to the Lake Megantic region in Quebec. There Arnold's men followed the Chaudiere River to where it empties into the St. Lawrence near Quebec City.

The most travelled road out of Farmington is Route

(Continued on Page 50)

MINGO SPRINGS

ON RANGELEY LAKE

Spacious main lodge and 30 private bungalows with open fireplaces, baths, and hotel service

A sporty 9 hole golf course on the premises. Three excellent tennis courts with a professional in charge.

Boats and canoes for free use of guests

No Hay Fever Non Sectarian

Rates from $70.00 per week American Plan

Railroad and Bus Service to Hotel

Address J. B. Cottrell, Rangeley, Maine

RANGELEY BEACH CAMPS

10 modern cottages situated on the lakeshore among the birches

Delicious home cooked meals in central dining hall

"Old Time Hospitality"

For particulars write

LYLE B. KANE RANGELEY, MAINE

WILDWIND Lodge and Camps

On Mooselookmeguntic Lake, Largest of the Rangeleys

Accommodations for board and room in attractive log lodge or Housekeeping in modern equipped camps

Excellent Summer Trout and Salmon Fishing

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LARRY STUART, Prop. OQUOSSOC, ME.

True's Rangeley Lake Camps

Modern camps, every convenience, central dining room, Recommended by Duncan Hines

Write for booklet and rates

"Make True's Camps Your Summer Home in Maine"

A Real Place for Real People

W. HENRY TRUE Tel. Rangeley 114-4

Mountain View Hotel and Camps

ON THE SHORE OF RANGELEY LAKE

Individual log cabins with bath and fireplaces

Central dining room Modern conveniences

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WILLARD and FRANCES JUDKINS, Owners

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Badger's

Established 1921

DODGE POND CAMPS

RANGELEY LAKES REGION

WHERE CARES NO LONGER COUNT

In the heart of the Region. Near the town where churches, stores, and picture shows are available. Where you will meet and make lasting friends. A place you can bring your family and call home.

You can "rough it" the modern way in your own up-to-the-minute individual cabin. Each day is filled with every recreational pleasure—golfing, fishing, tennis, canoeing, swimming, etc. For relaxation, you'll find Badger Camps the restful haven you desire. Badger's home-cooked meals are famous throughout the entire Rangeley Region. Open as soon as the ice is out for trout and salmon fishing.

Non-housekeeping cabins. Central dining room together with regular hotel service. Write or wire your reservations. N. E. Tel. & Tel. 119-3

Write today for free booklet

FRANK L. BADGER, Prop. Box 6 RANGELEY, MAINE

BANGOR

Queen City of the East...

Bangor, the gateway to northern and eastern Maine, is located on the west bank of the Penobscot River only a few miles from the Atlantic Ocean. First settled in 1769, and incorporated as a city in 1834, it has now become a prosperous and progressive community with approximately 36,000 inhabitants. It is served by all methods of modern transportation and has long been recognized as the financial and commercial center for the constantly growing eastern and northern sections of Maine.

Bangor offers exceptional educational advantages, and Bangor's high school ranks with the finest in New England. In addition to the public schools, there are John Bapst high school, parochial, private and commercial schools. The University of Maine is in Orono, eight miles from Bangor.

It is possible to drive by automobile within an hour to many of Maine's beautiful lakes, streams, brooks, mountains, and to the seashore where recreation awaits all members of your family. Because of the many fine hotels and restaurants within Bangor, it has for many years served as the headquarters of numerous hunting and fishing parties from practically every section of the country.

Bangor is proud of its many fine churches, parks, and theatres; two daily newspapers, a morning and evening; and four radio stations furnishing complete facilities for advertising publicity, and emanation of news.

Bangor, in the heart of Vacationland, invites you to come for a visit or come here to live.

For further information write to the

BANGOR CHAMBER OF COMMERCE

23 FRANKLIN STREET

BAR HARBOR and Acadia National Park

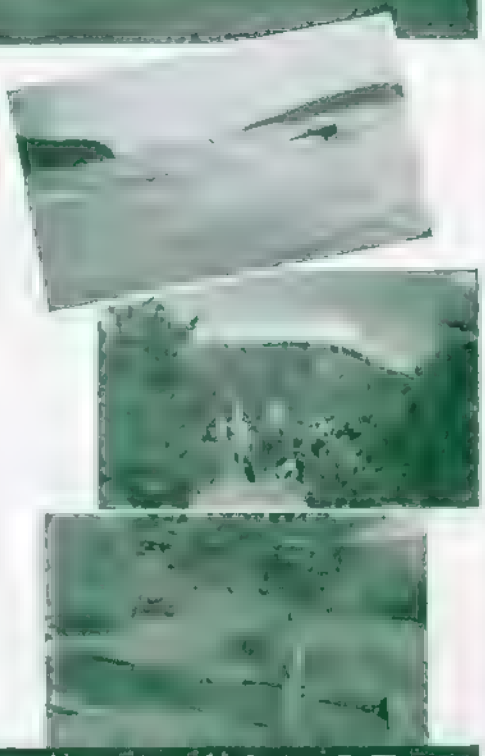
Enjoy complete rest and relaxation amid Bar Harbor's world famous combination of ocean, lake and mountain scenery.

Golf on a sporty 18 hole course—one of the most beautiful in America. Deep sea and fresh water fishing, hiking and mountain climbing over miles of mapped trails, excellent motor roads and Park carriage road system—at every turn, breath-taking beauty.

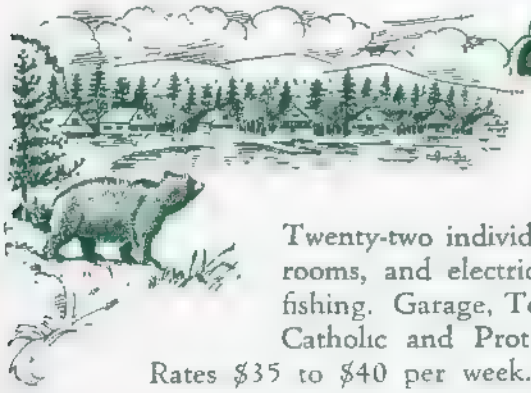
Acadia National Park service programs, sightseeing boat trips in beautiful Frenchman's Bay, yachting and swimming or lazy days by the pounding surf—Bar Harbor is for you in 1948!

Accommodations to fit any purse. Guest houses, overnight cottages, furnished homes or large estates. Excellent restaurants—everything easily accessible.

For information and booklet write Information Bureau, Bar Harbor, Maine.



Plan Your Vacation at BAR HARBOR



BEAR SPRING CAMPS
Oakland · Maine

BERT MOSHER,
AND SON,
Proprietors

Situated on sandy beach, north end of Belgrade Lake. Twenty-two individual cabins of two to five rooms. Open fireplaces, bathrooms, and electric lights in every cabin. Fine Bass, Trout and Salmon fishing. Garage, Tennis Court, Golf nearby. Guides, and outboard motors. Catholic and Protestant churches nearby. Fresh vegetables all season. Rates $35 to $40 per week. Special rates to large parties. Booklet and references.

Region, with five of the seven lakes of the chain inside Kennebec County. Great Lake is the largest, spreading out at the center of the group. Around it are the other isle-dotted lakes, including Long, Salmon, Magrath, East and Messalonskee

The Belgrade Lakes Region has long been famous for its smallmouthed bass fishing and the size and quantity of these gamy fish make these waters a topic of conversation among the Nation's anglers. Chinook and native land-locked salmon and trout and other lake and stream fish make record catches commonplace.

Within easy motoring distance of the shopping centers at Waterville and Augusta, the Belgrade Lakes region offers a wide range of accommodations from smart hotels and camps to simple housekeeping cottages. Some of the best canoeing in the State is offered by these closely connecting lakes and convenient streams make long portages unnecessary. The region also abounds with game and birds and deer hunting is exceptional. In the winter recreational facilities are numerous and diversified, including skiing, snowshoeing, ice-boating, tobogganing, skating and ice-fishing.

Waterville, in Northern Kennebec County, is an elm-shaded city of homes, large industries and a modern commercial center. It is a city rich in historic associations dating back to the time when the Indians had a village there and across the river in Winslow. It is also the site of Colby College, established in 1818, which at present is being relocated on a beautiful 500-acre campus on May-

(Continued on Page 74)

MARANACOOK
LODGE and ANNEXES

The Lodge and Annexes are all located within 50 feet of Lake Maranacook.

Perfect for a Vacation of Fun and Relaxation

Swimming, boating, fishing, bowling, pool, tennis, croquet, shuffleboard, quoits, dancing . . . all on our grounds

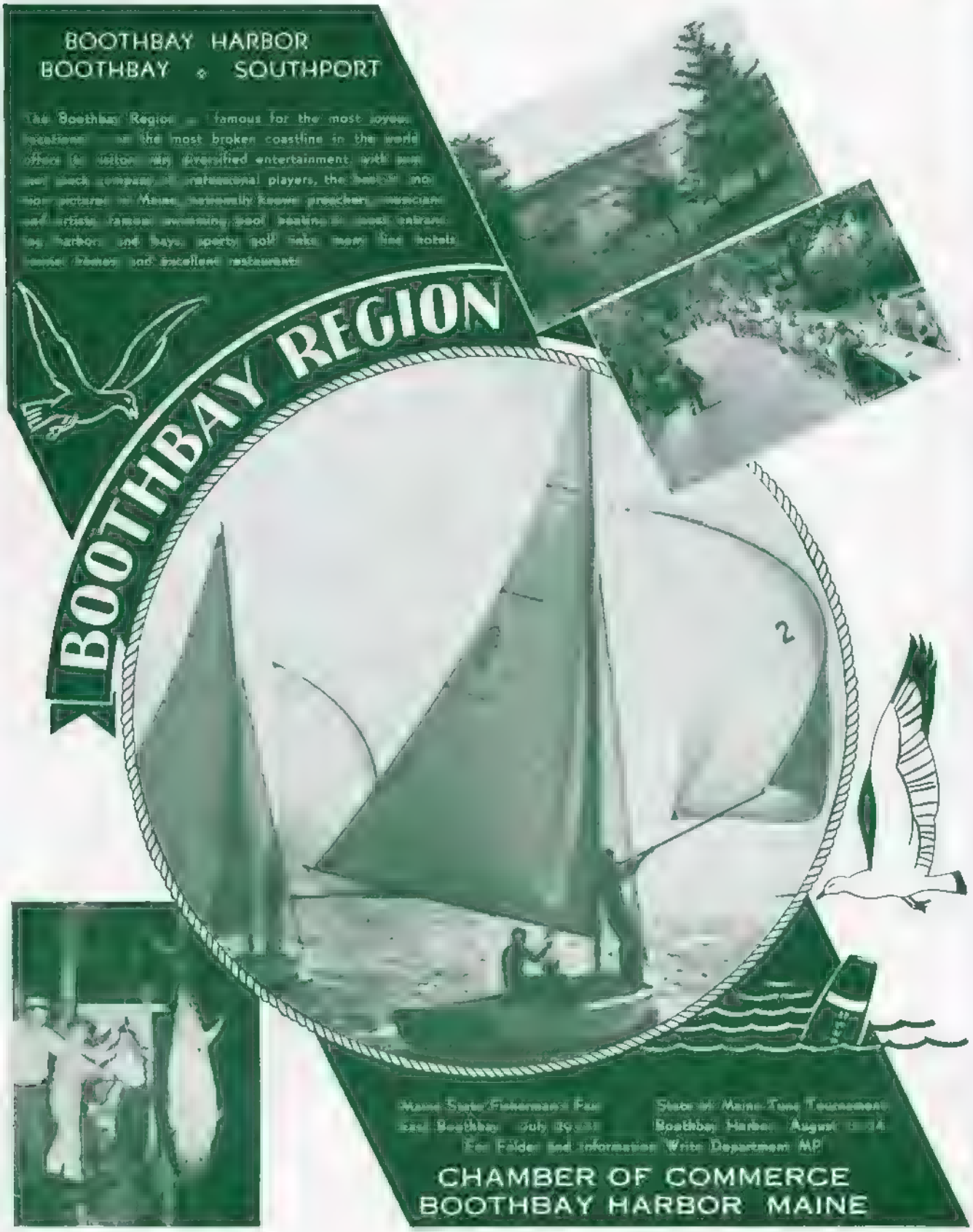
Central Dining Room. Good food. Rates $30.00 to $40.00 weekly include meals. Catholic and Protestant Churches nearby. Train service to Maranacook Station. Season June to After Labor Day.

For Illustrated Booklet and Reservations write Arthur M. Lahaye, Owner-Manager
LAKE MARANACOOK MAINE

DAVEY'S EAST LAKE CAMPS
Formerly Clement's Camps
OAKLAND, MAINE
Headwaters of famous Belgrade Lakes

Finest of small mouth bass fishing throughout season. Large trout and salmon in late May and early June.
Completely modern cabins, suitable for 2 or more. Best of innerspring mattresses and bedding. Central dining and recreational hall. Superlative meals.
Safe sand bathing beach, swimming, float, varied summer sports and a friendly, informal atmosphere. Protestant and Catholic churches. Two golf courses nearby.

Nearly 1½ miles private shore line assures privacy
Booklet
Same owner-management—12 years
MR. and MRS. E. K. DAVEY, Owner-Managers


BOOTHBAY HARBOR
BOOTHBAY ◆ SOUTHPORT
BOOTHBAY REGION
CHAMBER OF COMMERCE
BOOTHBAY HARBOR MAINE

D DONOR
NTER

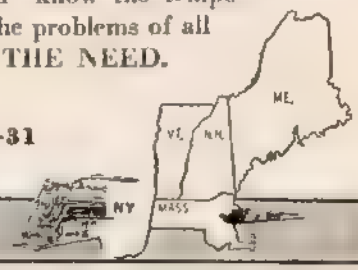
"*First things first...*"

This boy is doing "first things first." To him the first thing to do when he came home from Tarawa, Guam, Saipan was to give his blood to the local Blood Donor Center.

For the Boston and Maine Railroad, "first things first" means handling in 1945 an immense volume of war freight (1944 was one of the largest volume years in the history of this railroad). We have—and will—move everything we are asked to, with speed and dispatch. It means buckling down—pitching in—determined to help and to help *fast*. Shortages of ammunition, planes, tanks, food, clothing must never overtake brave men. That's our common job—and that's the job of every industry, of every transportation company, of every individual today.

To be a part of this job—to help industry get its products away from freight houses and loading platforms quickly and efficiently—to speed them on their way to the front is our immediate concern. Of course, some of us are working on post war plans, but "first things first" *for us* means speeding war material from all sections of the country to embarkation points without interruption.

We have done and are doing this and can continue to do so with ever-increasing efficiency because we know Northern New England—know the tempo of its workmen, know the problems of all shippers—and KNOW THE NEED.



FIGHT INFANTILE PARALYSIS, JANUARY 14—31

BOSTON *and* MAINE

ONE OF AMERICA'S RAILROADS - ALL UNITED FOR VICTORY

TIME is published weekly by TIME Inc., at 330 East 22nd Street, Chicago 16, Ill. Printed in U.S.A. Entered as second-class matter January 21, 1928, at the Postoffice at Chicago, Ill. under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A.

Don't shorten your vacation!

LAUGH AT SUMMER STORMS, FOG AND HIGHWAY TRAFFIC COME AND GO BY DEPENDABLE *TRAINS and BUSES*

MAINE CENTRAL RAILROAD

BOSTON and MAINE RAILROAD "MINUTE MAN" SERVICE

The STATE OF MAINE

OVER NIGHT • EVERY NIGHT BETWEEN . . .

NEW YORK PORTLAND, AND FARMINGTON SERVING THE FAMOUS SEASHORE RESORTS AT: KENNEBUNK, (KENNEBUNKPORT), WELLS BEACH, OGUNQUIT, OLD ORCHARD BEACH BIDDEFORD POOL, AND SCARBORO BEACH WITH CONNECTING BUS AND TRAINS BEYOND PORTLAND TO AND FROM ALL MAINE POINTS.

• SLEEPING CARS AND COACHES.

The BAR HARBOR

3 TRIPS EACH WEEK IN EACH DIRECTION BETWEEN . . .

WASHINGTON, BALTIMORE, PHILADELPHIA, NEW YORK, (PENNA. STA.), PORTLAND, WINTHROP, BELGRADE LAKES, WATERVILLE, BANGOR, ELLSWORTH (BAR HARBOR), ROCKLAND BRANCH POINTS.

• OVERNIGHT SLEEPING CARS

THE DOWN EASTER

POPULAR WEEK END OVER NIGHT SLEEPING CAR TRAIN BETWEEN . . .

NEW YORK AND WATERVILLE (PORTLAND—POLAND SPRING—WINTHROP—BELGRADE LAKES), ROCKLAND BRANCH POINTS.

THE EAST WIND

DELUXE AIR-CONDITIONED TRAIN EVERY DAY BETWEEN . . .

NEW YORK (PENNA. STATION) AND OLD ORCHARD BEACH AND PORTLAND (WITH CONNECTIONS FOR ALMOST ALL MAINE POINTS)

DELUXE COACHES

PARLOR CAR

DINING CAR

THIS CRACK-DAYTIME TRAIN GIVES YOU A SCENIC RIDE THROUGH 5 STATES IN DAYLIGHT.

ALSO THREE DELUXE FAST TRAINS FROM BOSTON

KENNEBEC • FLYING YANKEE • PINE TREE

✶ EQUIPPED WITH $2,000,000 WORTH OF NEW SUPER-DELUXE COACHES AND RESTAURANT-LOUNGE CARS, PROVIDING LUXURY TRAVEL AT COACH FARES. ✶

and by Bus...

Direct from Boston—Latest type NEW air Conditioned Buses with greater riding pleasure and new luxury reclining seats. Insist that your ticket reads via Boston and Maine Bus Lines from BOSTON and via Maine Central Bus Lines from PORTLAND. It's the only way to go direct to Maine resorts. You save expensive taxi fares from other through bus routes.

BOSTON & MAINE BUS LINES

MAINE CENTRAL BUS LINES

FOR COMPLETE SCHEDULES AND FARES — WRITE C. F. PALMER, PASSENGER TRAFFIC MANAGER, NORTH STATION, BOSTON (14), MASS.

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Information Tips

Comprehensive Aircraft Texts

Just released is "Aircraft Basic Science," first book of three-volume series by Technical Development Staff of Northrop Aeronautical Institute, Hawthorne, Calif., to cover construction, inspection, operation, maintenance, overhaul, and repair of aircraft and engines. Other two scheduled volumes are "Aircraft Power Plants," and "Aircraft Maintenance and Repair." Each book is complete within itself. First-named book covers subjects generally regarded as essential for both aircraft and engine mechanics. In simple step-by-step manner it presents such subjects as theory of flight, aircraft structural components, blueprint reading, aircraft plumbing, the fundamentals of aircraft electricity, storage batteries, generators, motors, and pressure, mechanical, and electrical instruments. Publisher is **McGraw-Hill Book Co.**, 330 W. 42 St., New York City. Price is $6.00 (440 pp).

Jet Data Compiled

Valuable reference work for aeronautical engineers is new volume titled "Jet Propulsion Progress; The Development of Aircraft Gas Turbines" by Leslie E. Neville and Nathaniel F. Silsbee, published by **Mc-Graw Hill Book Co.**, 330 W. 42 St., New York City. Theme is to present, simply and accurately, the fundamentals of the gas turbine. Included is section dealing with German jet units. Main concern lies in work of British and progress in U. S., stemming from Whittle design and stimulated by developments of British, U. S. A. F., U. S. N., NACA, and American companies such as General Electric, Westinghouse, Allis-Chalmers, and Turbo Engineering. Problems of heat-resistant alloys, special fuels, maintenance, and other details are briefly indicated. Future developments and possibilities of turbojets and propeller gas turbines for various types of aircraft, military and civil, including personal planes and helicopters, are surveyed in final chapter. Included are notes on highly promising "compound engine," comprehensive bibliography, glossary of technical terms, and other reference features. Price is $3.50.

Carbide Tipped Tools

For production engineers, **Whitman & Barnes**, 2100 West Fort St., Detroit 16, Mich., have issued Catalog 101 listing and illustrating various types of carbide tipped tools. Information is contained on use and care of these tools, proper speed, feed, and grinding recommendations.

Fiberglas in Aircraft Parts

How fiberglass materials are used for reinforcement, also properties imparted to plastics by these materials, and newly developed processes for volume production are described in "The Case of Material X," new 12-page illustrated color booklet released by **Owens-Corning Fiberglas Corp.**, Toledo 1, Ohio. Applications in aircraft parts are noted.

Abrasive Tumbling

Of interest to aircraft production engineers in charge of deburring and surface finishing phases is 16-page illustrated booklet describing precision tumbling with Alundum. Issued by **Norton Co.**, Worcester 6, Mass., publication discusses method advantages, applications, grit sizes, tumbling hints, micro-inch finishing, and numerous other details.

Tube Fabrication Equipment

Production tube benders and accessories, hand benders, cutters, flaring tools, beading kits, and tube fabricating services are described and illustrated in Catalog 401 available from **The Parker Appliance Co.**, 17325 Euclid Ave., Cleveland 12. Helpful operational information is included.

Aviation Chemicals

Of interest to airport operators, maintenance men, and craft owners is catalog of aviation chemicals, offered by **R. M. Hollingshead Corp.**, Camden, N. J., describing uses of 34 company products covering wide range of maintenance and servicing applications.

Bridgeport's new fabric will adorn United Air Lines' Mainliner "340"

UNITED AIR LINES

Inspired by the majestic beauty of Boeing's first Stratocruiser, "Queen of the Airlanes," Bridgeport designers have once again created a distinctive new upholstery fabric for an exacting customer. Woven to an exclusive pattern, in both powder blue and cocoa beige, the new cloth will be used solely for upholstering the chairs in two tone for outfitting United Air Lines' new Stratocruiser fleet. Because the new fabric is made of the finest quality woolens and worsteds, United's passengers will find it delightfully soft and fur-smooth, yet non-clinging. Maintenance crews will like it, too, for like all Bridgeport Aircraft Fabrics, it resists stains and dirt and makes periodic cleaning easier and faster. *It is certified flame-proof by the CAA.* What's more, special sewing and stretching characteristics will speed installation by as much as 20%.

Bridgeport's specially designed aircraft upholstery fabrics are available in many unusual weaves and appealing colors, or Bridgeport designers will create for you an exclusive color or pattern. Write for full details and sample swatches of this extremely lightweight and durable fabric.

Specify Bridgeport Aircraft Upholstery Fabrics ...leading manufacturers & airlines do.

for SEATS BACKS SIDEWALLS HEAD-LININGS

Bridgeport FABRICS, INC.
BRIDGEPORT 1, CONNECTICUT
Est. 1837

Now runways stand up when the world's biggest bomber sits down

TRIAL flights of the B-36, world's biggest bomber, brought out a special landing problem. With its 278,000 pounds pin-pointed on two 110-inch tires, the B-36 couldn't use ordinary runways.

Convair engineers had been studying alternate tire designs for some time. The test flights focused attention on the B.F. Goodrich proposal of Type VII tandem twin tires

B. F. Goodrich engineers pointed out that the tandem twin design spreads the weight over a 47% greater area of runway slab than the 110-inch tire. That it is safer in case of blow out. Easier to service. Lighter.

B. F. Goodrich tandem twin tires were approved for the production model B-36A. And now this giant, 6-engine super-bomber will be able to use any airfield that can handle a B-29 medium bomber.

Because B. F. Goodrich twin and tandem twin landing gear assemblies offer advantages in design, safety, economy, weight, comfort and load distribution, they are fast winning wide acceptance—for both heavy and lighter planes. Multiple tires have been a special development project at B. F. Goodrich for 16 years; the first twins used were B. F. Goodrich tires.

This record of being first on the runways with new tire developments is a result of constant research by B. F. Goodrich engineers to make flying even better, cheaper and safer. *The B. F. Goodrich Company, Aeronautical Division, Akron, Ohio.*

B.F.Goodrich
FIRST IN RUBBER

They added wheels to subtract weight

To trim the Navy's Constitution to fighting weight, Lockheed design engineers needed the lightest possible landing gear equipment. At the same time, this equipment had to provide maximum safety and comfort for the 180 passengers carried by the long range transport.

Studying the problem, B. F. Goodrich and Lockheed engineers came up with a new design *tandem twin* wheels for the main landing gears, duals for the nose. That's 10 wheels in all. By using more—and smaller—wheels, engineers shaved a *ton* off the Constitution's weight!

In addition, B. F. Goodrich tandem twin wheels have five other big advantages: 1) *greater safety*—if one of the four tires goes flat, the pilot's control of the plane is unaffected, 2) *greater economy*—even in landings with one twin tire flat, the wheel and often the tire are still good for additional service; 3) *more comfort* with four air chambers, landings are smoother; 4) *better design* the four small wheels take up less space when retracted; 5) *better load distribution* with the load distributed over a greater area, very thick runways are not needed, more airports can be used.

Besides multiple wheels—a 16-year development project of B. F. Goodrich engineers—the Constitution also uses B. F. Goodrich Expander Tube brakes and Rotovane tires. Expander Tube brakes are simpler in design, lighter in weight and easier to maintain than other brakes. Rotovane tires—the first commercial pre-rotation tires—reduce landing shock, lengthen tire life and make possible lighter landing gears.

All these developments are the result of B. F. Goodrich research—the research that works constantly for better and safer flight. *The B. F. Goodrich Company, Aeronautical Division, Akron, Ohio.*

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There's no closed season, no limit on *fun* . . . which means *open* season, *every* season for CARROM Games and Toys. With the CARROM Line, you satisfy the wants of everyone looking for a highly diversified package of fun. Child development toys for tots; action skill games for teen-agers and adults. And to help promote and sustain year-round demand for toys and games — *year-round advertising* in leading consumer magazines keeps your customers informed and alert to the interesting diversity and high play value of Carrom Games. Put greater year-round staying power in toy department sales with CARROM Games and Toys.

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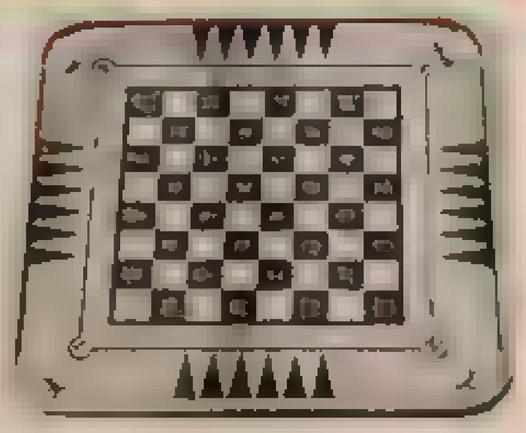
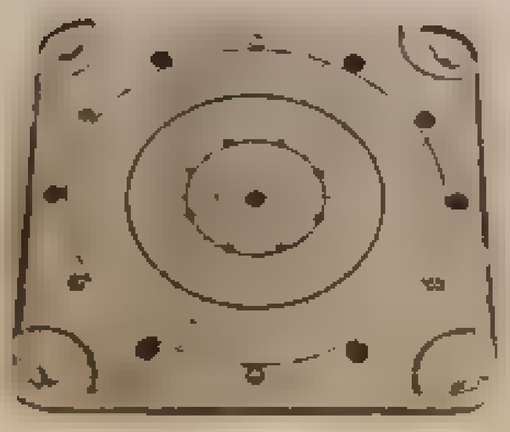
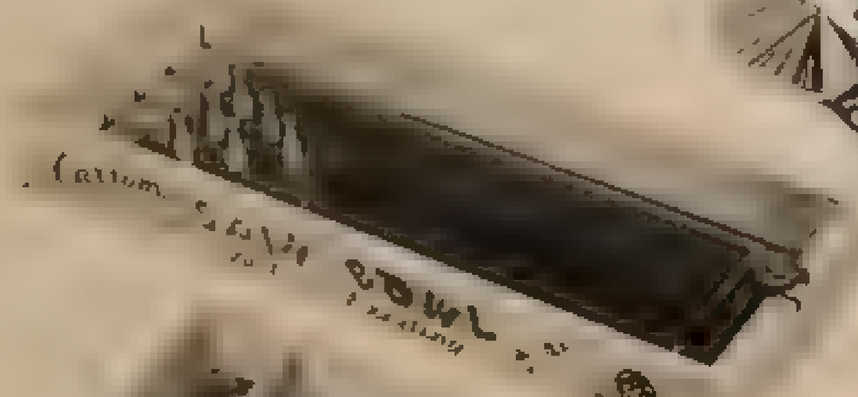




Traditional grained frame and top bracketed in [illegible]. A variety of [illegible] with runners beneath the board and deep net pockets [illegible] and [illegible] cut [illegible]



GUSHER

An intriguing game board [illegible] that [illegible] boost for development sales. A game [illegible] make [illegible] during the [illegible] now back in the line.

SPIN BOWL

A new [illegible] bowling game board [illegible] bowling. For [illegible] or hand. Played by 2 or more.

FOX HUNT

A new game [illegible] designed [illegible] game development [illegible]. An [illegible] ages. A [illegible] for [illegible] the [illegible]

The Sensational New COZZONE CONSTRUCTION SET

Definitely the most outstanding Construction Toy shown at the recent American Toy Fair, and also at the Museum of Science and Industry Show at Radio City, N. Y., this new Cozzone Set offers an entirely new idea in an all-metal toy. No bolts, nuts or washers to get lost. Employs aluminum swivel rods, studs, couplings, flat plates, wheels — and provides practically an unlimited building range. Don't fail to include it in your 1948 toy line.

FOR TINY TOTS

WHIRLIGEAR

An [illegible] toy for [illegible] Both [illegible] and [illegible] [illegible] to [illegible]

WHACK-IT

A [illegible] game [illegible] [illegible] and [illegible] on the other.

HAMMER SET

Another [illegible] [illegible] ground and hammer [illegible] [illegible] to keep [illegible] [illegible] for long periods.

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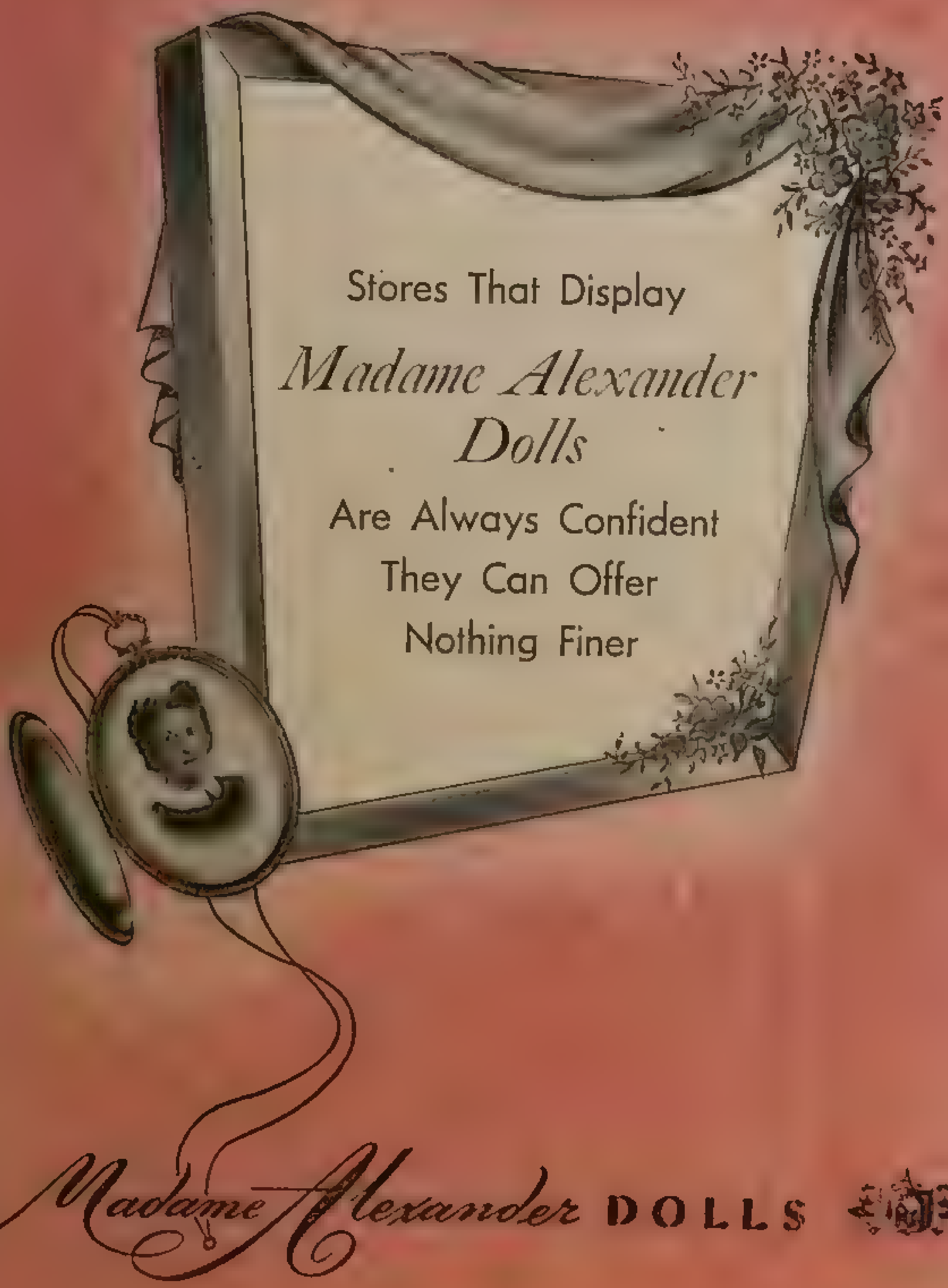
RUDINGTON — Established 1903 — MICHIGAN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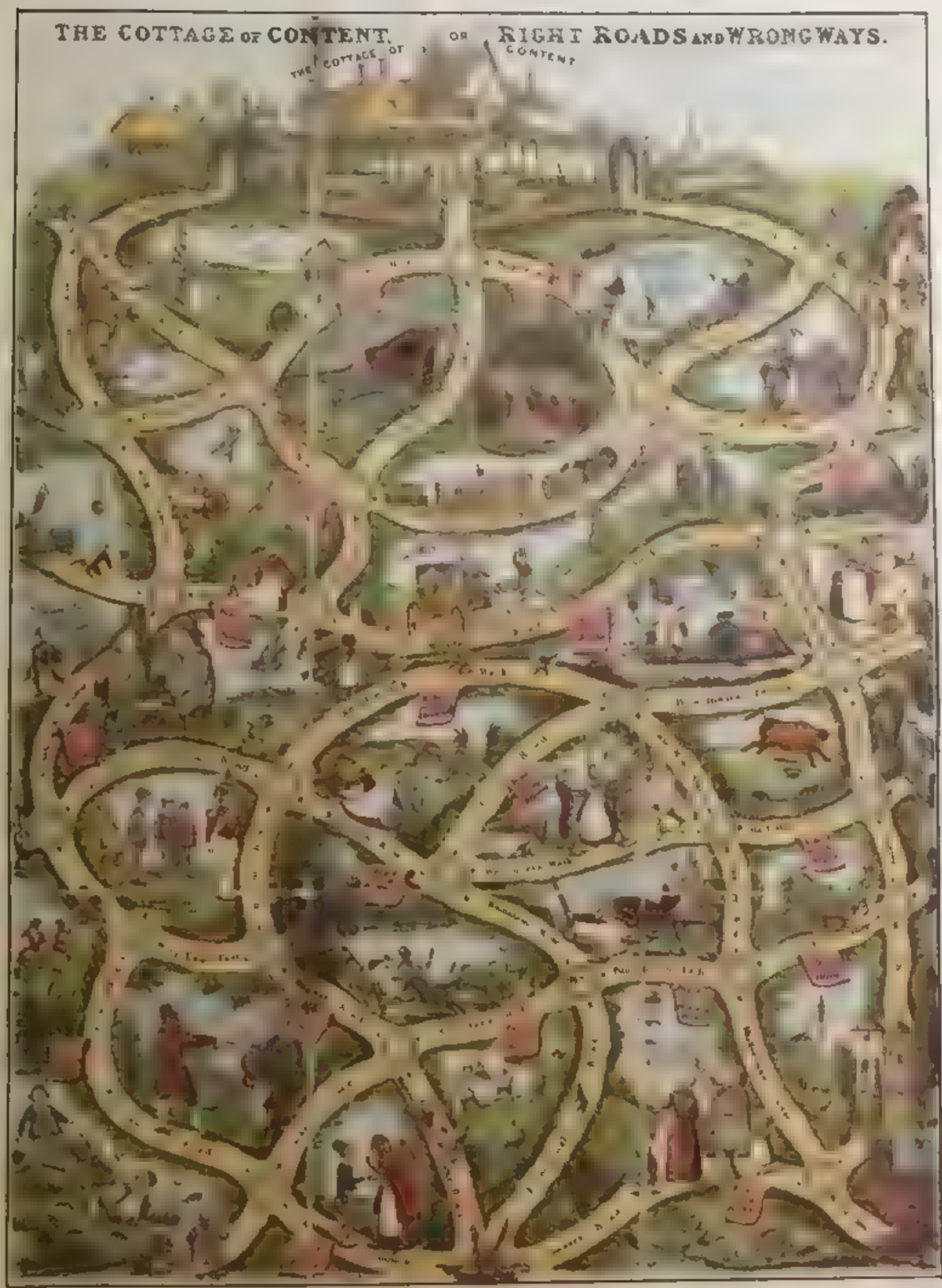

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90 Miles East of Portland
Easy to Reach by
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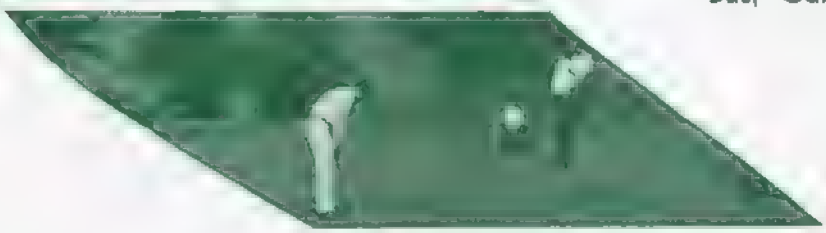

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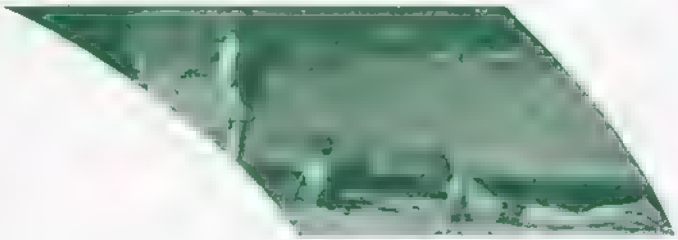
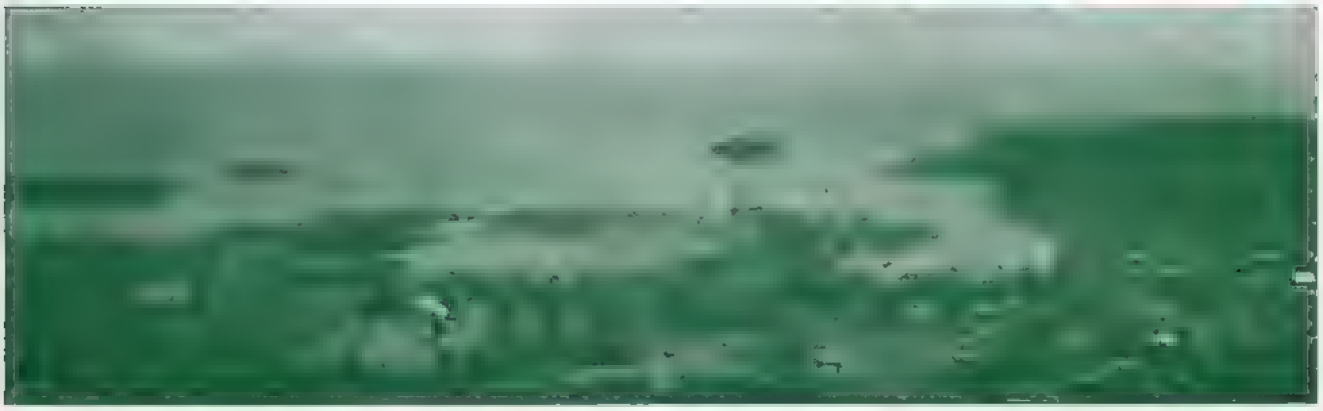
Accommodations to fit your needs; cottages on nearby lakes; hotels, guest homes and cabins, summer or year-round homes, large or small.



CAMDEN-ROCKPORT CHAMBER OF COMMERCE
CAMDEN, MAINE



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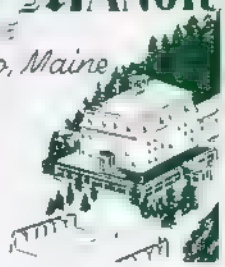

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with Lobsters, broiled, baked or boiled—tender Pine Point Clams—Maine vegetables, prepared as only a State of Maine Chef can.

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MODERN *Up and Coming*

FREIGHT SERVICE FOR THE EXPANDING SOUTHEAST

Interior of Diesel Shop showing top of 90-ton electric drop table which serves 3 tracks

Exterior of Diesel Shop at Macon, Ga.

As in the busy, energetic territory we serve, the rate of progress on the Central of Georgia continues unabated. For instance, our Diesel fleet now includes nine freight road Diesels supplemented by a pool of twenty-three Diesel switchers. This modern power is serviced in a model new Diesel shop at Macon completely equipped for running maintenance as well as heavy repairs.

The Central of Georgia Railway is continually on its toes to give the expanding Southeast the best in modern railroading. Shippers are reaping the benefits of better main line schedules—improved terminal facilities. Modern communications systems play a vital part in our efficient operation—during the past year a two-way radio system was installed in our Atlanta yard. 425 miles of our lines are operated under automatic signals—C.T.C. has been extended to include a total of 62 miles of main line operation. A system of coordinated rail-truck service covering a network of 1700 miles is planned, to bring the advantages of fast l.c.l. service to many more communities.

Both the industrial giants and smaller industries have found the Southeast an ideal place to grow and prosper. You will find our Industrial Department a friendly, reliable source of information and your inquiry will be treated as strictly confidential.

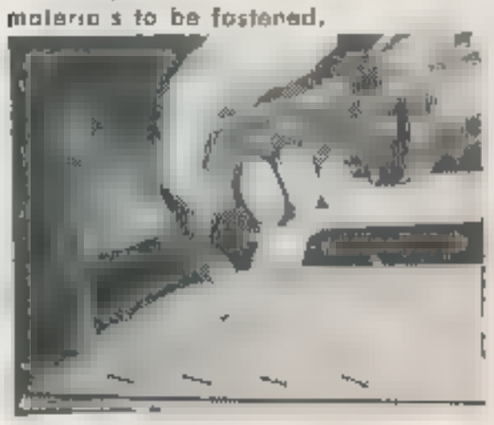
CENTRAL OF GEORGIA *Railway*

SAVANNAH, GEORGIA

A GOOD FRIEND ALL ALONG THE LINE

Insert the rivets in the dr, ed holes.

With the gun, pull through the stems and expand the rivets into the materia s to be fastened.



Workman here is insert ng Cherry Rivets in a horizontal stabilizer in which approximately 500 rivets are used

Cherry Rivets are extensively used in building Convair-Liners at Consolidated Vu tee s San Diego plant. Each 300 mph, 40-passenger, pressurized and air-conditioned Convair-Liner uses approximately 19,800 Cherry Rivets.

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OVER THREE MILLION CHERRY RIVETS will be used for the new Convairs. Originally developed for and with the help of the aviation industry, Cherry Blind Rivets have developed into a "standard" for aviation production lines. Providing greater ease and convenience than any other blind fastening method, Cherry Riveting gives you tighter, vibration-resistant joints. Greater hole-diameter and grip length tolerances. Wider range of diameters. And a more complete choice of grip lengths.

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Cherry Riveting is accomplished from the production side of the job. Only one man is needed. It's *controlled pull* instead of pounding. Whether for assembly work or repair, try Cherry Rivets today. Gain time and cut costs on production fastening jobs. For further information, write for the Cherry booklet—"A Faster Fastening Method."

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Cherry R vets are made from a uminum a oy, steel, or Monel Standard r vets come in f ve diameters and two head sty es There is a wide range of g.ip lengths Specia heads, diameters, grip lengths, and alloys can be made to order. WRITE US TODAY FOR FURTHER INFORMATION BOOKLET MAILED ON REQUEST. ADDRESS DEPT. F-110, CHERRY RIVET COMPANY, 231 WINSTON STREET, LOS ANGELES 13, CALIFORNIA.

CHERRY R VETS THEIR MANUFACTURE & APPL CATION ARE COVERED BY U S PATENTS ISSUED & PENDING

Cherry Rivet Company
LOS ANGELES 13, CALIFORNIA

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HOMESTEAD and COTTAGES
On Long Lake

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AIMHI LODGE

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On Shore of Little Sebago Lake

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OVERLOOK FARM AND CAMPS

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Northwest from Portland, on the threshold of the great Sebago Lakes region is a farming area famous for dairying and vegetable crops. This includes North Yarmouth, Gray, Windham, Standish and Gorham. In Standish is a State game preserve, where thousands of deer have sanctuary each year and populate the entire section of the State for fall hunting. In Gray, New Gloucester and Raymond are a state game farm and the largest trout hatchery in the world which annually attract thousands of lovers of wild life and anglers.

Sebago, second largest lake in Maine, is the native habitat of fighting landlocked salmon, square-tail trout, black bass and numerous other fresh water species which are caught from Spring to Fall. Bordering towns of Windham, Raymond, South Casco, Sebago and Standish offer vacation facilities by the hundreds, ranging from overnight camps to exclusive lake shore resorts. This area too, provides the sites for scores of summer boys and girls camps, the youngsters flocking in by the thousands from

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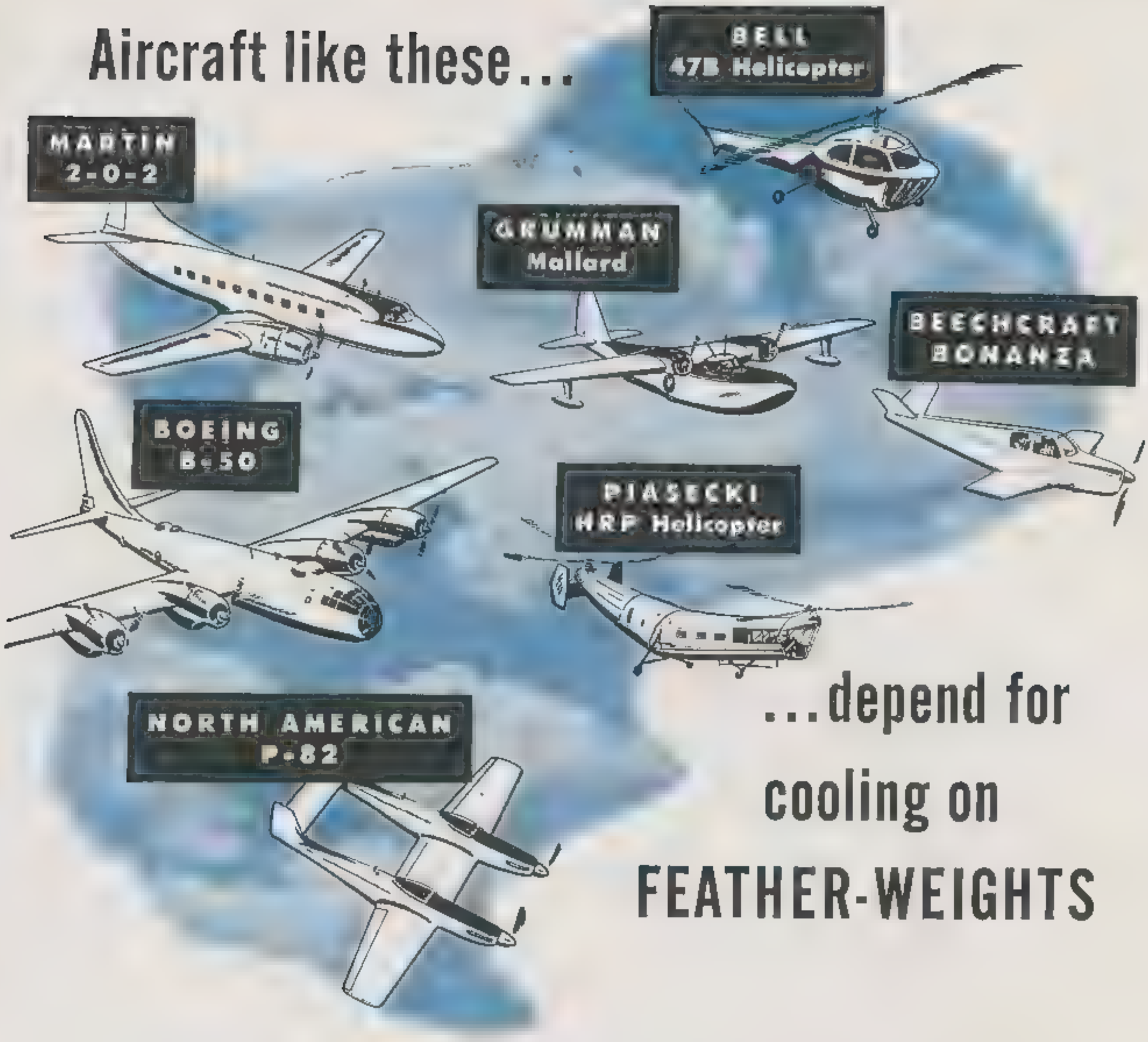

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1. UNIQUE CONSTRUCTION. Clifford's patented method of brazing with aluminum alloy makes all-aluminum construction possible with consequent high resistance to temperature, pressure, vibration and shear.

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Inquiries concerning Feather-Weight All-Aluminum Oil Coolers are invited. Clifford Manufacturing Company, 561 E. First Street, Boston 27, Mass. Offices in Detroit, Chicago and Los Angeles.

CLIFFORD *Feather Weight* **ALL-ALUMINUM OIL COOLERS**

HYDRAULICALLY-FORMED BELLOWS

HYDRON

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The Grumman "Mallard" was designed to qualify for the highest air carrier rating. The oil coolers had to operate under severe temperature and pressure conditions, yet be light . . . strong . . . compact. Aluminum brazing of thin sections permitted the construction of coolers that are stronger and light in weight. A unique wind tunnel—the largest, most modern in the industry—allowed a basic research program which resulted in oil coolers meeting the "Mallard's" requirements. Clifford FEATHER WEIGHT Oil Coolers made an important contribution to this great plane . . . here's why:

- They "stand up" under temperature, pressure, vibration and shear, which usually cause oil cooler failures.
- They are designed to meet the exacting requirements of Army-Navy Aeronautical specifications for strength and performance.

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Latest in a long line of famous amphibians, it recently passed C.A.A. tests so stringent that most craft now in regular airline service would fail to qualify.

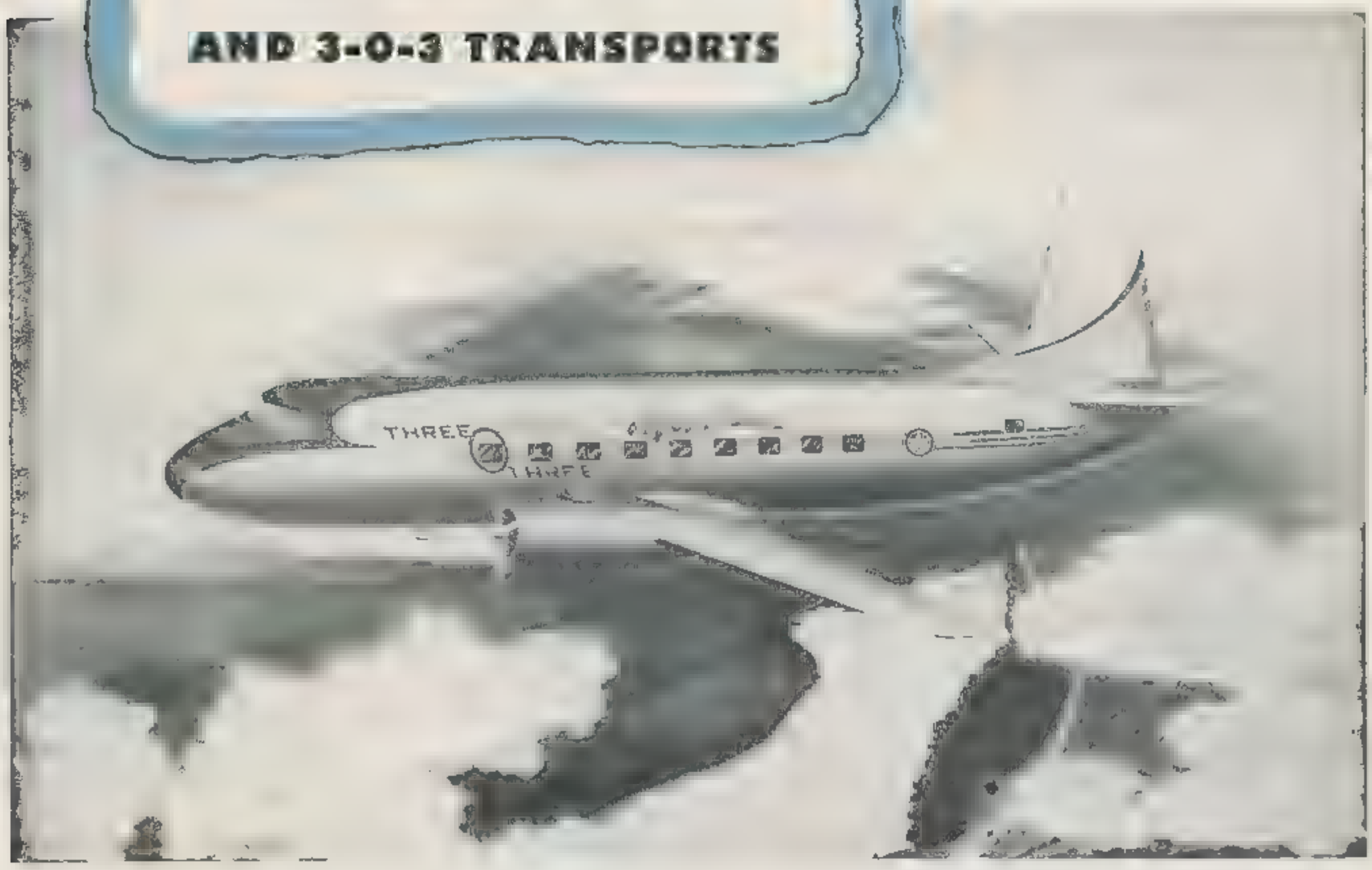
CLIFFORD *Feather Weight* **ALL-ALUMINUM OIL COOLERS**
HYDRAULICALLY-FORMED BELLOWS

FEATHER-WEIGHTS

COOL MARTIN 2-0-2

AND 3-0-3 TRANSPORTS

The new Martin 3-0-3 is a highly advanced transport design, featuring a pressurized cabin for high altitude flying and jet assistance for added performance. It carries 36 to 38 passengers at speeds up to 300 mph. This plane, together with its non-pressurized sister ship, the 2-0-2, has been ordered in greater quantity than all other twin engined transports combined.



Marking an important step forward in air transportation, the Martin 2-0-2 and 3-0-3 represent a combination of many engineering achievements. Their FEATHER-WEIGHT all-aluminum oil coolers for example, were especially developed in the largest, most modern wind tunnel laboratory in the aeronautical heat exchanger industry.

FEATHER-WEIGHT all-aluminum oil coolers are inherently light, strong, compact . . . withstanding the most severe conditions of temperature, pressure, vibration and shear which usually cause oil cooler failures.

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CLIFFORD *Feather Weight* **ALL-ALUMINUM OIL COOLERS**

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The XHRP, built by the Piasecki Helicopter Corporation in collaboration with the Navy, represents the first successful tandem rotor helicopter. Typical of the advanced engineering that went into this new ship are the FEATHER-WEIGHT all-aluminum oil coolers . . . developed in the largest, most modern wind tunnel laboratory in the aeronautical heat exchanger industry.

Inherently light, strong, compact, FEATHER-WEIGHT all-aluminum oil coolers resist the extremes of temperature, pressure, vibration and shear which frequently cause oil cooler failures. Inquiries concerning FEATHER-WEIGHT oil coolers are invited. Clifford Manufacturing Company, 561 E. First Street, Boston 27, Massachusetts. Offices in Chicago, Detroit, Los Angeles.

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Lincoln County

With its coastal terrain jutting lacy fingers of wooded headlands and islands into the Atlantic and its inland regions composed of rolling farm lands and pine and spruce bordered lakes and streams, Lincoln County has become one of Maine's best known vacationing areas.

In early times one of the favorite locales of Indians, traders, settlers and even pirates, its coastal towns and inland lakes are today the goal of thousands of summer visitors and vacationers, many of whom own their own cottages and camps, and nearly all of whom return year after year to the bracing coastal spots or the canoeing and fishing relaxation of the lakes and small rivers.

From U. S. Route One, which cuts across the county from Wiscasset to Waldoboro, a network of excellent roads leads both to the coastal villages and resorts and northward through a farming and lake country where streams, brooks and ponds cut through the dense forests.

Wiscasset, on the westerly edge of the county, is the shire town and lies on the west bank of the wide Sheepscot River. Its beautiful old homes, mostly built by shipping merchants and sea captains, is one of the most charming towns along the Maine coast. It is the rendezvous of artists and writers who have been fascinated by its interesting atmosphere and the historical associations of its show places many of which are open to the public. From Wiscasset roads lead north to Dresden, on the East Bank of the Kennebec, and to Alna, Head Tide and Whitefield, all on the Sheepscot River and trading centers of a large farming and camping area where small lakes and wooded streams make fishing and canoeing attractive sports.

Across the river is North Edgecomb, with its historic old fort and the famous Marie Antoinette House, which legend says was built for the royal personage who never occupied it. South on Route 27 is the pretty village of Edgecomb, where part of Captain Kidd's treasure is supposed to be buried.

From Boothbay, an important summer recreational center, other roads lead to such popular resorts as Boothbay Harbor, Ocean Point, Spruce Point, Southport, West Southport and Newagen, all of them busy places in the summer from the influx of thousands of summer residents, cottagers and vacationers. The Boothbay Harbor Region is becoming more popular every year and with its many bays and harbors it offers excellent facilities for fishing, bathing, boating and other water sports. Its first class hotels, tourist homes and cabins provide attractive accommodations of every type.

(Continued on Page 84)

The Damariscotta Newcastle Region

FRESH and SALT WATER FISHING, BATHING, BOATING, CANOEING, GOLF COURSE, SEA FOOD,

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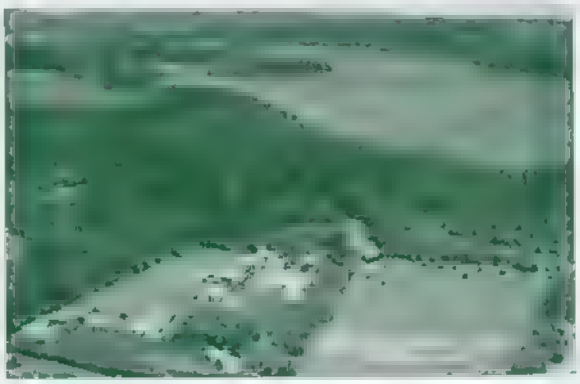
BATHING BEACH



A pleasant modern home, midway between Sebago and Panther Lakes. New cottages, on shore with Franklin fireplaces, complete baths, electric lights and up-to-the-minute equipment. Regulation tennis court, shuffleboard, lake and stream fishing and bathing. Boats, outboard motors and canoes. $5-$8 per day—$32-$50 per week.

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ON LONG LAKE AT NAPLES, MAINE

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Rates reasonable — **Special rates in June to July 1**

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A beautifully located, modern resort for
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Miss Ruth Lovell Day, *Director*

berland-Oxford Canal; the Wadsworth-Longfellow House and Longfellow birthplace; Portland Observatory on Munjoy Hill; Victoria Mansion, the many museums and art exhibits, and Portland's nearness to beach, lake and mountain.

West of Portland, at the Southwestern entrance to the Sebago Lake region is historic Gorham, first called Narragansett. Fort Hill, Gorham State Normal School, the Baxter Museum and the Crockett-Jewett-Broad House, built in 1765, are outstanding spots in a pleasant community of fine old homes standing amid stately shade trees. It is also the center of a large farming area and is essentially a residential town.

Numerous highways lead to the Sebago Lake-Long Lake region stretching to the northern part of the county and beyond, a veritable wonderland of lakes, streams, forests and hills. Sebago Lake, 14 miles long and 11 miles wide reaches a depth of 400 feet in some places. From the crystal-pure, spring-fed waters of this lake comes the inexhaustible water supply for Portland and the surrounding area, including several of the Casco Bay islands. On the shore of Sebago in North Windham has been discovered the largest Indian burial ground in the United States and thousands of Indian relics have been collected there.

(Continued on Page 38)

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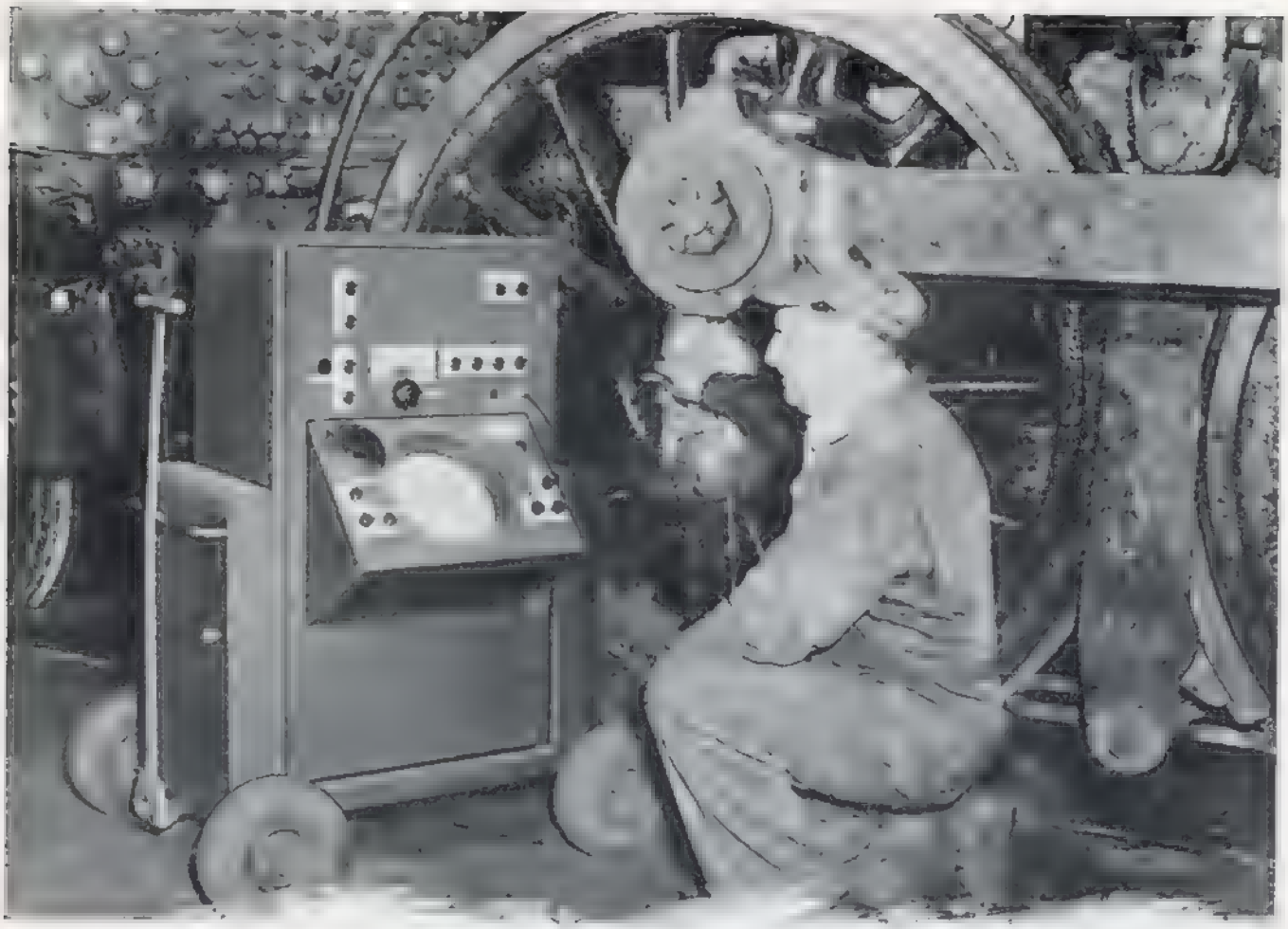

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SEARCHING the very depths of heavy metal parts for hidden defects is an important part of regular safety inspections given Erie locomotives.

Yes, the Supersonic Reflectoscope used for this job "looks" right into axles and driving pins by sending high frequency sound waves directly into the heart of solid steel. If there is any interior flaw, the waves detect the fault and show it on the machine's viewing screen.

Use of scientific equipment like the Reflectoscope is typical of the Erie's modern methods for *progress in railroading*. Developing new, better and faster ways of doing things results in safer, more dependable railroad transportation—the kind you get when you travel or ship "Via Erie."

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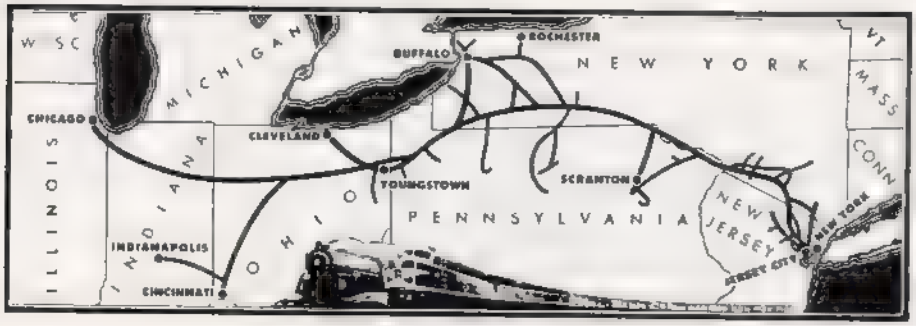

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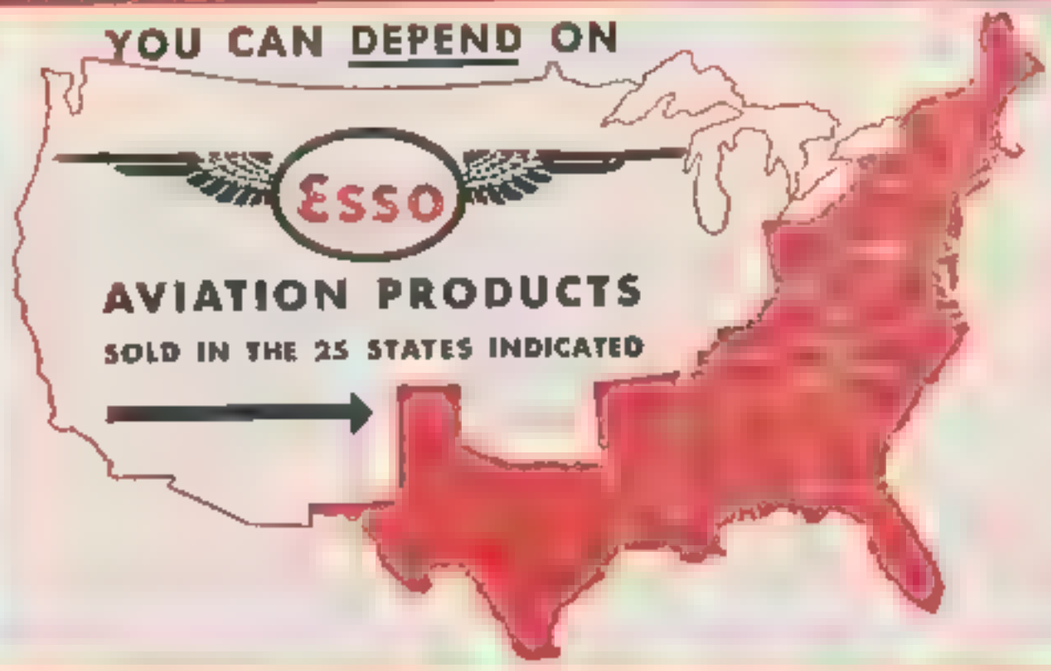

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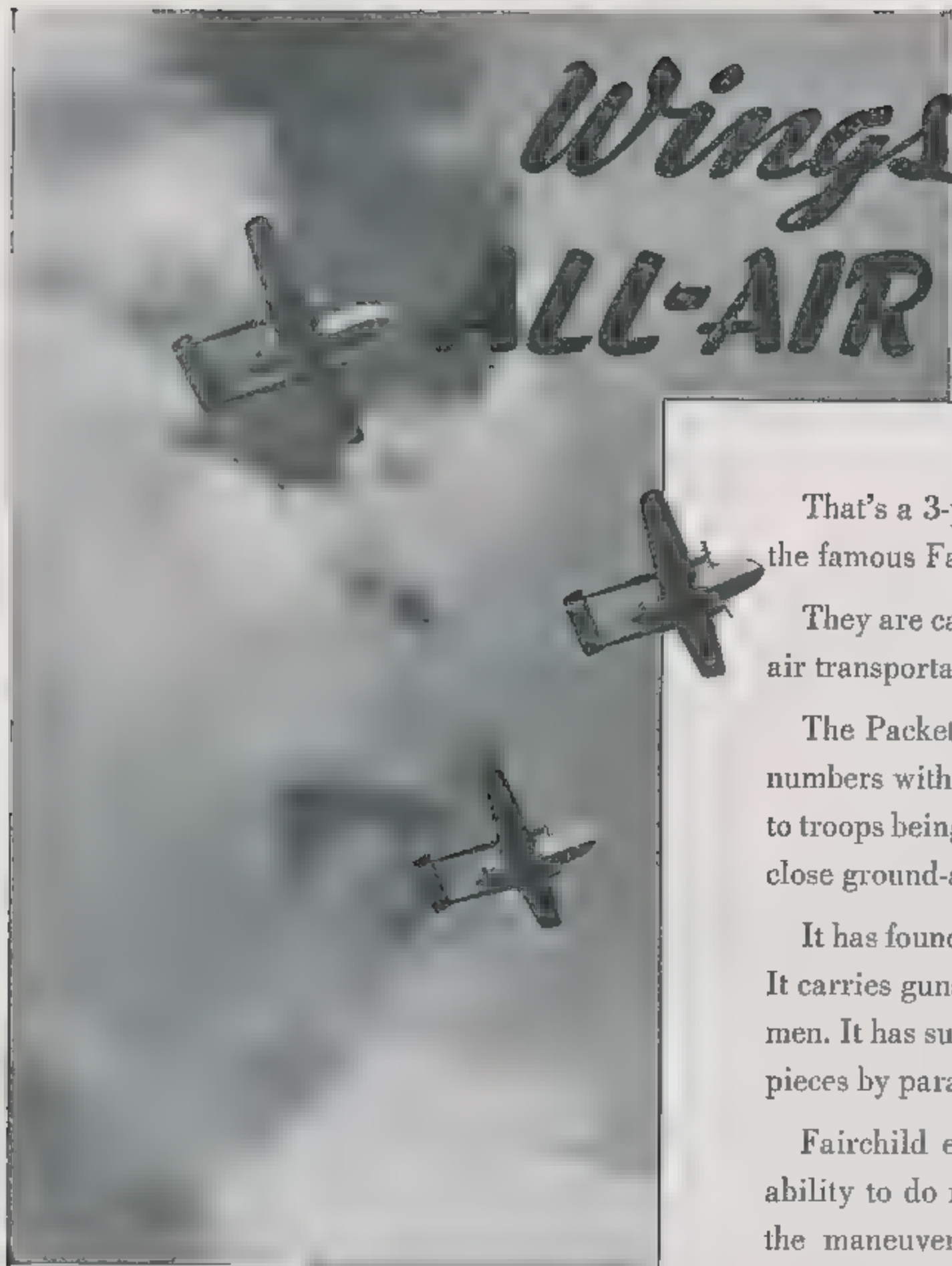
Wings for the ALL-AIR ARMY



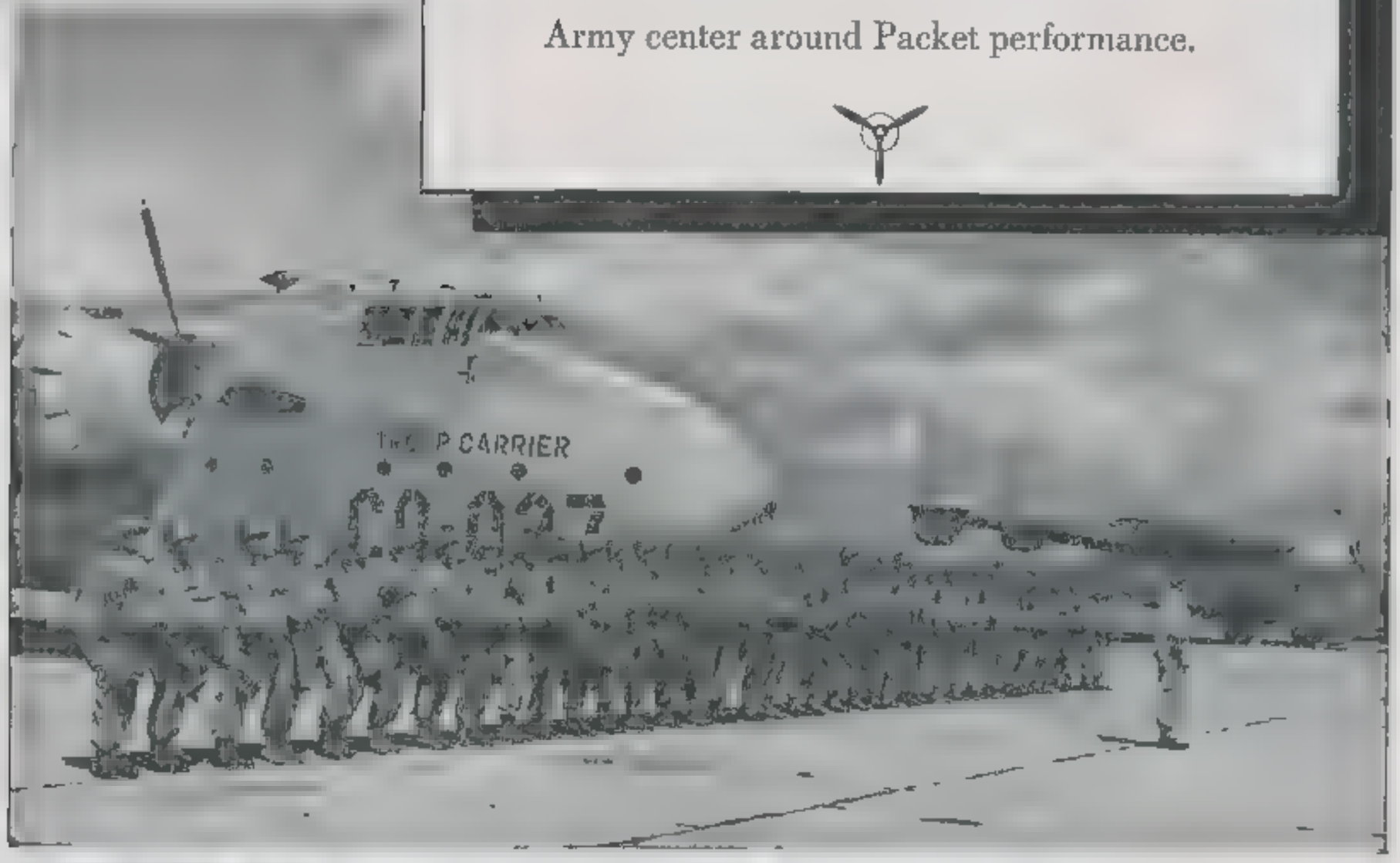
That's a 3-platoon complement of C-82's, the famous Fairchild Packet.

They are carrying 123 men, a fast-hitting, air transportable infantry unit.

The Packet is on duty in ever increasing numbers with the new Army. It lends wings to troops being trained for swift mobility and close ground-air cooperation.

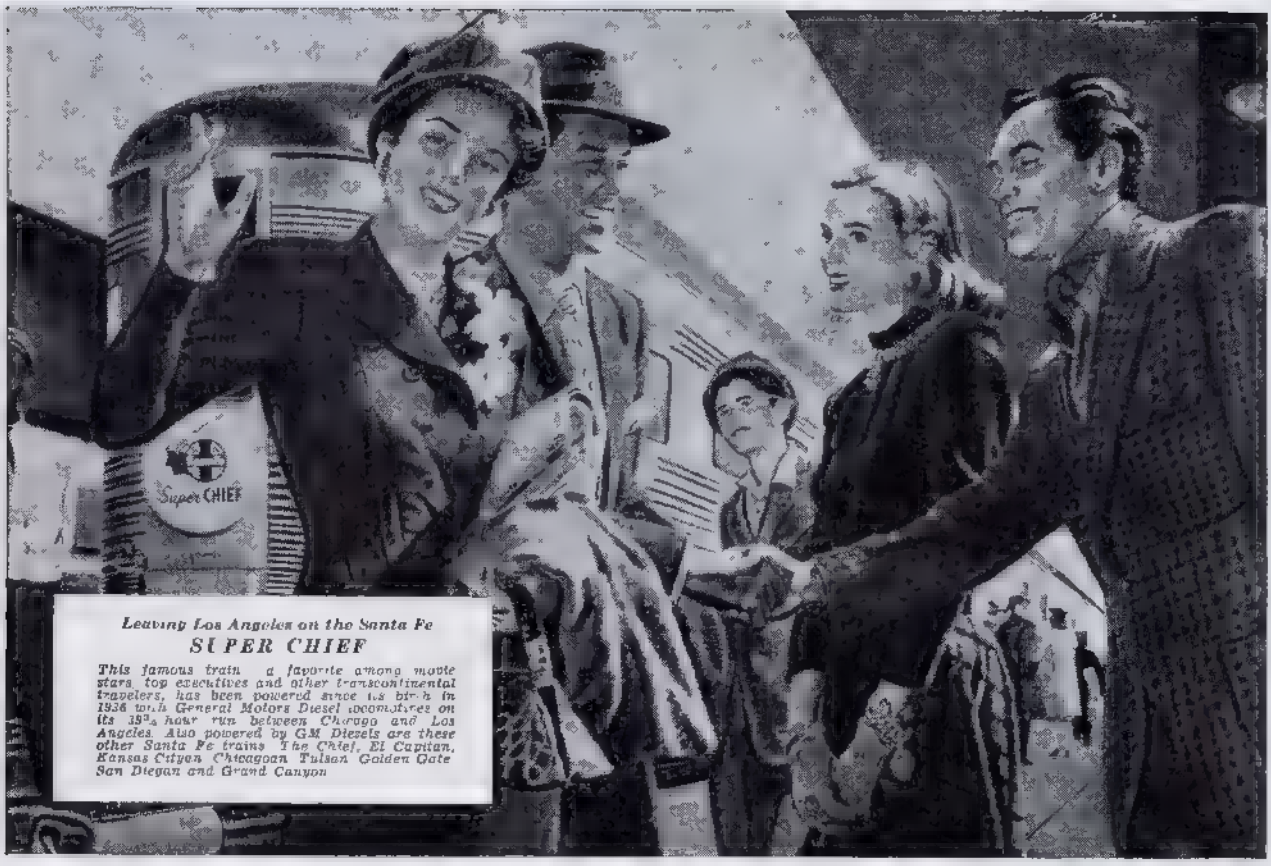
It has found scores of tasks in maneuvers. It carries guns and supplies, ammunition or men. It has successfully dropped heavy field pieces by parachute to troops on the ground.

Fairchild engineers gave the Packet the ability to do many tasks well—so well that the maneuvers of America's new All-Air Army center around Packet performance.



Fairchild Aircraft

Division of Fairchild Engine & Airplane Corporation, Hagerstown, Maryland



Leaving Los Angeles on the Santa Fe
SUPER CHIEF

This famous train — a favorite among movie stars, top executives and other transcontinental travelers, has been powered since its birth in 1936 with General Motors Diesel locomotives on its 39¾ hour run between Chicago and Los Angeles. Also powered by GM Diesels are these other Santa Fe trains: The Chief, El Capitan, Kansas Cityan, Chicagoan, Tulsan, Golden Gate, San Diegan and Grand Canyon.

Pleasure Unlimited!

From the moment you leave the workaday world and step into a modern streamlined train, you need never have a dull minute. Your trip can be as gay and exciting as you want it to be.

Of course the finer lounge cars on today's trains, the marvelous observation cars and domes, and other luxuries and conveniences hitherto associated only with exclusive clubs and modern hotels — these did not happen all at once.

They began when General Motors pioneered the first Diesel-powered passenger locomotive 14 years ago — and developed as this new and modern power was adopted by more and more railroads.

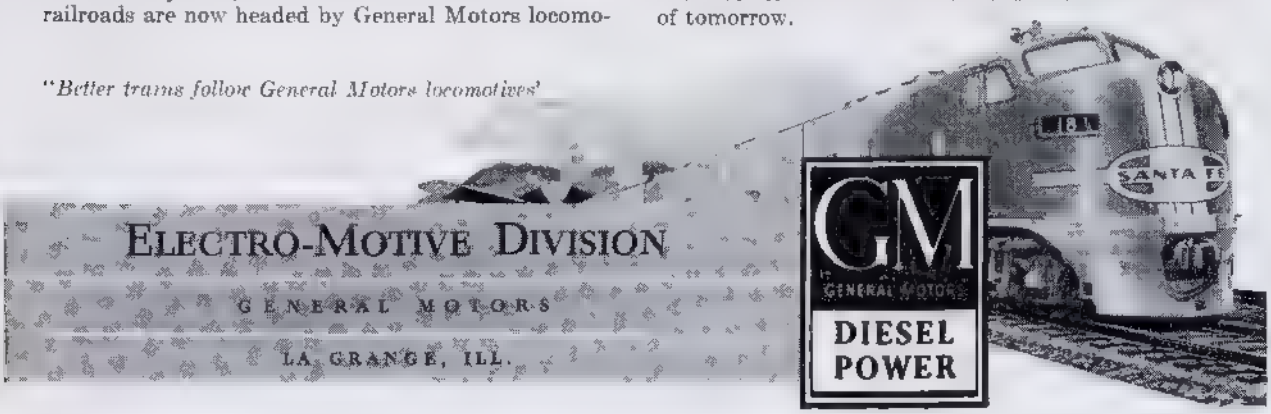
As a consequence, more than 150 name trains on 21 railroads are now headed by General Motors locomotives — and these are just about all the top trains in the United States.

Railroad men know what these better locomotives mean in terms of faster trains; *on-time* schedules, and substantial operating economies.

You realize all this as your Diesel powered train glides with a new velvety smoothness over the rails — with no jolts or jerks at starting and stopping — and no smoke or cinders to mar the cleanliness of your trip.

Don't think for a moment, however, that progress stops here. Good railroading is a series of never-ending developments. You can look to the railroads for even finer trains in the future — and to General Motors for even better locomotives to head the better trains of tomorrow.

"Better trains follow General Motors locomotives"



across the giant Bay of Fundy, the distant shores of Nova Scotia.

The U. S. Weather Bureau officials rate the summer climate in this area as the finest in the Nation and the winter temperature the same as Boston. Mosquitoes, black flies and hay fever are non-existent there and places of interest, historic spots and scenic variety are numerous.

Clockwise on the road-circle from Lubec to Eastport are West Lubec, North Trescott, Whiting, with a famous old church and cemetery; Dennysville, on the swiftly flowing Dennys River, famous for its Atlantic salmon; West Pembroke and Pembroke, with sardine and blueberry canning plants; and Perry, where a stone monument marks the exact midway point between the Equator and North Pole. Offshore in the St. Croix River is Dochet Island, where De Monts and Champlain and their company spent the winter of 1604, the first white settlement in America north of Florida. Perry is also the site of the Passamaquoddy Indian Reservation, one of only two such sites in New England. The other is the Penobscot Reservation at Old Town.

Robbinston also is on Route One between Perry and Calais and is at the mouth of the St. Croix River. The rocks and sandy beaches in this area are tinged with red, creating a striking colorama.

Inland from Route One, State Highway 191 cuts north-south from Baring to East Machias, skirting the southern end of Meddybemps Lake, Cathance Lake, Rocky Lake and Hadley Lake. It passes through the villages of Meddybemps, Grove, Cooper and Jacksonville. Offshoots go through Charlotte and Ayers to West Pembroke; and through Marion to Dennysville. These roads traverse a lake and forest country, where Atlantic salmon come up the coastal streams and lake salmon, trout and togue fishing are spectacular.

Another side road, along the southern shore between East Machias and Lubec passes through Cutler, with one of the most beautiful small harbors in the United States.

Westward from East Machias to the Hancock County Line, the coast of Washington County is indented with many deep bays, whose peninsulas and islands make it one of the most rugged and picturesque sections of the Maine coast. Machias Bay, Starboard, at the coastal tip of Machiasport, Roque Bluffs, Englishman's Bay, Chandler's Bay, Jonesport, West Jonesport, Beals, Addison, Pleasant Bay, Harrington, Ripley Neck, Milbridge, Wyman, on Narraguagus Bay, Pigeon Hill Bay, Petit Manan Point, Dyer Bay, Dyer Neck and Steuben—all are names and places in this entrancing coastal area where lumbering, fishing and the recreational industry are an important means of livelihood in a setting of grandeur and beauty.

Slightly inland the larger towns of Machias, county seat and shopping center, Jonesboro, Centerville, Whitneyville, Columbia Falls, Harrington and Cherryfield are pretty villages on rivers which cut into the coastal plain.

Cherryfield, on the Narraguagus River; Harrington, on a coastal river and the center of forty-six different trout fishing streams, Columbia Falls, on the Pleasant River; and Whitneyville on the Machias River all are centers for the "king of game fish", the Atlantic salmon. They also are points from which excellent fishing and hunting grounds in the beautiful forests back from the coast may be reached.

From Cherryfield starts beautiful "Cherryfield Woods Road", State Route 193, which follows the Narraguagus River north through Deblois to Beddington. Here Route 9 cuts across the center of Washington County from west to east. This is the famous "Air Line" road, mecca of deer hunters and fishermen, tapping the Mopang Lakes, Pleasant River, Machias River, Chain Lakes, Crawford Lake and Pocomoonshine Lakes areas, with their villages of Wesley, Pokey, Crawford, Alexander and Baileyville, where Route 9 joins U. S. Route One between Baring and Woodland. This is the "heart" of the Washington County wilderness, famous for fishing, hunting and bird shooting.

Cutting across the center of the county, the famous Grand Lakes chain reaching up into Penobscot County is teeming with togue, trout, salmon, pickerel and other gamy fish, making it the Mecca annually for thousands of sportsmen. Connecting Grand Lake and Big Lake is Grand Lakes chain reaching up into Penobscot County water known to all experienced fishing enthusiasts.

North of Calais is Woodland, site of the St. Croix Paper Company; Princeton, gateway to the Grand Lakes area; Waite and Talmadge, in the heart of a great hunting and fishing area; Topsfield, Brookton, Eaton and Danforth, all on U. S. Route One traversing the northern section of the county. Vanceboro is the gateway to the Spednic and Chiputneticook Lakes area.

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BROOK'S BLUFF COTTAGES
On Atlantic Highway Between Eastport and Calais
15 Cottages and Camps accommodating 2-8 persons. 10 of these are deluxe cottages with fireplaces, baths, hot and cold water. Dining room service. Rates $1.50, $2, $3 each person. One of the real nice places in the state. *Booklet.* Tel. 682-M 2
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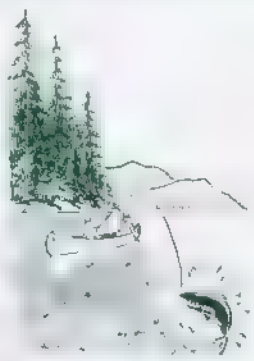
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GRAND LAKE LODGE and COTTAGES
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On the shores of Maine's best salmon waters
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took Railroad. Its wartime shipping record has been important. Here also is the Penobscot Marine Museum, the most valuable of its kind in the State. It is in charge of Lincoln R. Colcord, famous Maine writer of sea stories, whose home is nearby.

Stockton Springs, with its nearby Fort Point, a charming retreat for tourists, and Prospect, on the western approach to the Waldo-Hancock Bridge over the Penobscot, are village centers for nearby summer estates and resorts. Near Prospect is Fort Knox, a massive structure of Mt. Waldo granite, commanding one of the most beautiful views on the Penobscot River. On the road to Frankfort are the surface quarries of Mt. Waldo, where countless tons of fine granite have been cut out of the mountainside. Frankfort is a riverside town, once an important seaport, overshadowed by Mt. Waldo.

Winterport is an historic town of many fine homes, including the Blaisdell homestead, built in 1789 and designed by Christopher Wren, famous English architect. As the head of winter navigation on the Penobscot it was once an important shipbuilding community and seaport and these activities still are carried on to a limited extent.

One of the main roads leading into Belfast from the west is Route 3 from Augusta. This traverses the Waldo County towns of Palermo, Montville, Liberty, Searsmont and Belmont. Belmont's Tilden Pond is a popular summer resort, while Lake Quantabacook between Searsmont and North Searsmont offers many cottages and charming scenery in every direction. Ben Ames Williams has his farm home near the village and does much of his writing here. Liberty, on Georges Lake, is the site of the 3,793-acre St. George State Park, which stretches over into adjoining Montville and is a favorite resort. Palermo is near Sheepscot Lake, making it an ideal place to fish, rest and enjoy life in the open.

Waldo, Brooks, Knox, Morrill, Freedom, Thorndike, Unity, Troy and Burnham are on Route 137 and connecting roads and in an area serviced by the historic and unique Belfast and Moosehead lake Railway. All are inland towns that have rivers, lakes, streams and groves that appeal to those in search of recreation and rest. Unity Lake is one of the best black bass and brown trout fishing waters in this section of Maine.

Swanville is located on Swan Lake, noted for its salmon fishing and offers fine accommodations for tourists. Monroe and Jackson are farming and lumbering communities where tourists may rest at farm homes and enjoy the delicious foods that Maine women always seem to know how to cook best.

Brand new LOG LODGE and CABINS, on white sand beach, UNITY LAKE. Cabins have complete baths, hot and cold water, fireplaces, and unusually well furnished. Attractive Lodge also dining room with superlative meals, artistic table pottery and gracious service. Rates $35 to $45 a person, per week, American plan. This is a NATURAL BASS LAKE, also pickerel and perch. Golf, water sports and others. All churches near. Train, plane or bus service. *Please write for information.* Limited accommodations

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BAXTER STATE PARK: 112,945 acres; approaches, Greenville and Ripogenus Dam, Piscataquis County, or Millinocket, Penobscot County; mountain climbing and restricted camping.

BRADBURY MOUNTAIN STATE PARK: 173 acres; near Pownal, Cumberland County; picnicking, hiking and limited camping.

CAMDEN HILLS STATE PARK: 4,962 acres; near Camden, Knox County; picnicking, hiking and skiing.

LAKE ST. GEORGE STATE PARK: 5,310 acres; near Liberty, Waldo County; picnicking, bathing, camping and boating.

MOUNT BLUE STATE PARK: 5,920 acres; near Weld, Franklin County; picnicking, camping, bathing and hiking.

SEBAGO LAKE STATE PARK: 1,296 acres; near Naples, Cumberland County; picnicking, bathing, camping and boating.

Federal Parks

ACADIA NATIONAL PARK: 18,456 acres; on Mount Desert Island and Schoodic Point, Hancock County; picnicking, camping, bathing, hiking, boating, museums and nature guide service.

Memorials Open for Public Use

FORT EDGECOMB: In North Edgecomb, Lincoln County; three acres; octagonal blockhouse; picnic, shore dinner facilities.

FORT KNOX: In Prospect, Waldo County; 124 acres; granite fort; picnicking.

FORT McCLARY: In Kittery Point, York County; 27 acres; hexagonal stone and wooden fort; picnicking and bathing.

FORT WILLIAM HENRY: Pemaquid Beach, Lincoln County. Fort and historical relics. Picnicking and bathing.

Freight Locomotive built by Electro-Motive Division, General Motors Corporation

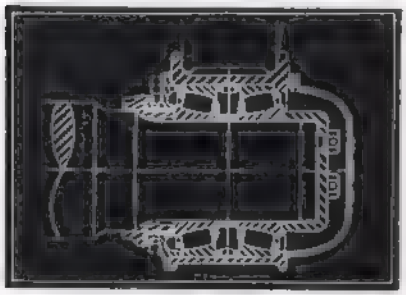
They Sure Move Freight!

Diesel Locomotives have contributed greatly to the progress made by American Railroads in swift, economical, freight movement. Hyatt roller bearing journal boxes and traction motor bearings have been active partners in this development.

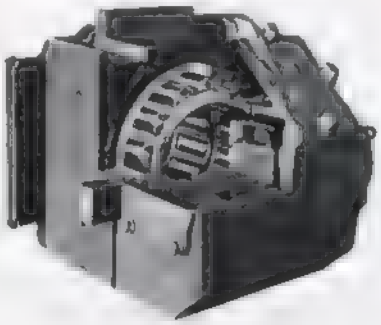
There is a very definite trend toward the more widespread use of modern roller bearing freight cars that can be freely interchanged among all carrier systems.

Hyatt developments in the freight car field over the past twenty years will be just as enthusiastically received as our present series of locomotive and passenger car journal boxes.

Hyatt Bearings Division, General Motors Corporation, Harrison, N. J.



Hyatt Freight Car Journal Box



Hyatt Electro-Motive Locomotive Journal Box

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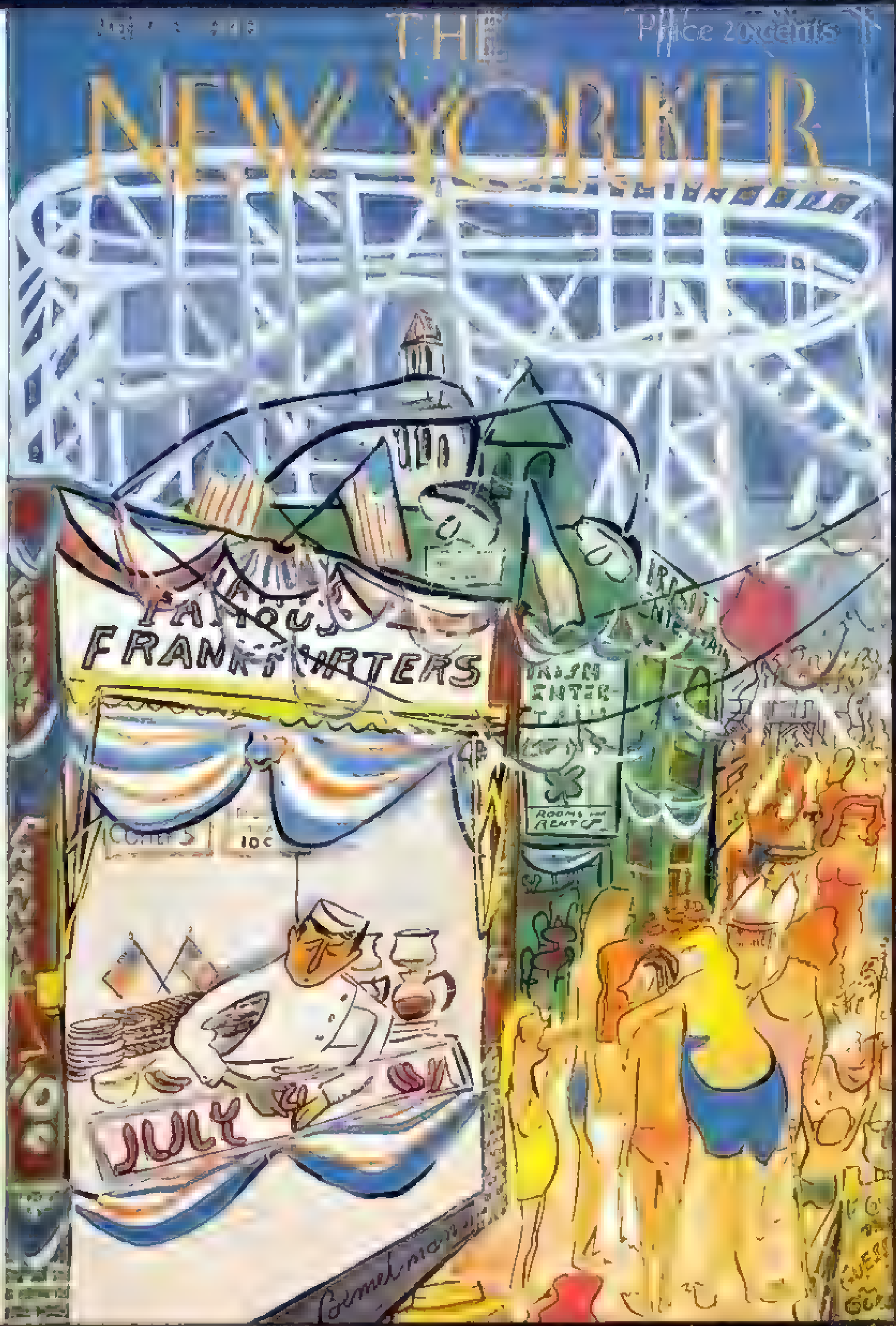
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Price 20 cents
FAMOUS
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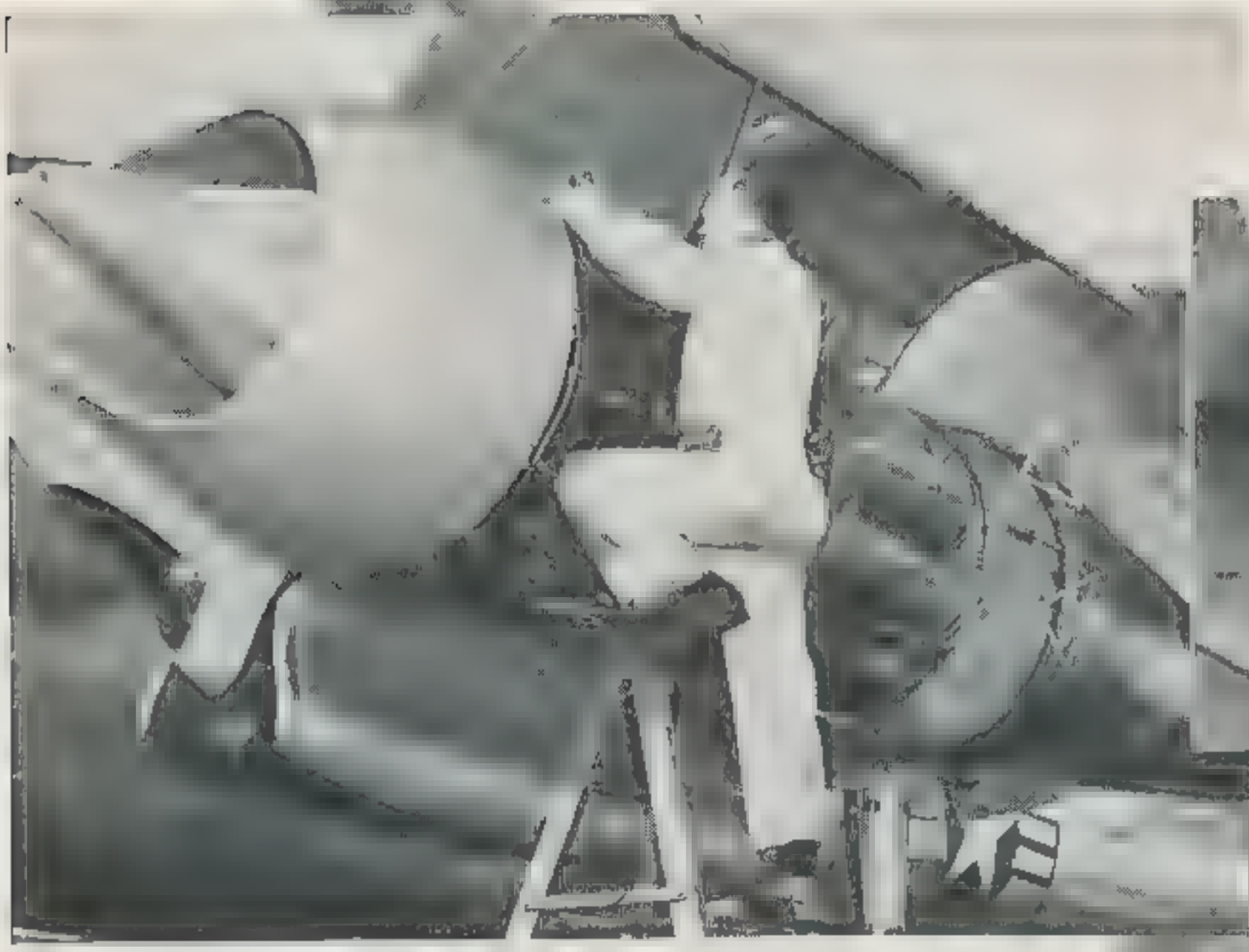
J-M Thermoflex Blankets protect new Boeing XB-47 Stratojet Bomber



ABOVE: Arrows indicate Thermoflex Blanket around turbine casing of the Boeing XB-47.

BELOW: Close-up of Thermoflex Blanket showing flexibility which assures easy application.

THE BOEING XB-47 is powered by six General Electric J-35 axial-flow jet engines of 4,000 lbs. thrust each. Shielding the intense heat at tail cones and around turbines are J-M Thermoflex Blankets.

Developed by Johns-Manville expressly for insulating the engine cones, turbine casings and tail pipes of jet engines, the Thermoflex Blanket combines excellent thermal properties with the light weight and flexibility that are also essential in this service. It gives continuous, satisfactory performance against the temperatures encountered in current jet engines and its construction is such as to permit ready adaptability to future advanced designs.

Thermoflex Blankets are custom-made in thicknesses of ½" and up. The complete blanket as used in the XB-47 is ¾" in thickness and averages 9 ounces per square foot in weight. Lighter weight blankets using various types of meshes, screen cloths and foils are also available.

For further information about Thermoflex Blankets, address Johns-Manville, Box 290, N.Y. 16, N.Y.

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Packings and Gaskets • Friction Materials • Insulations • Asbestos Textiles
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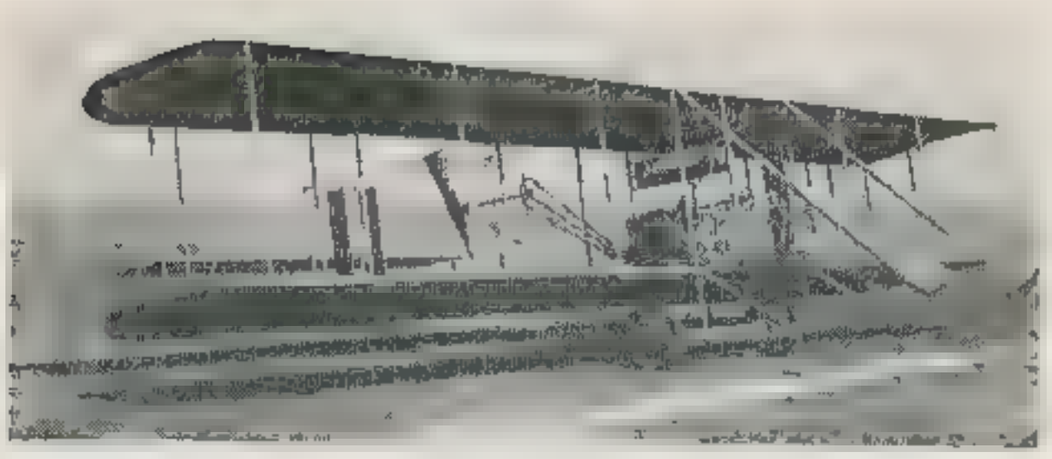
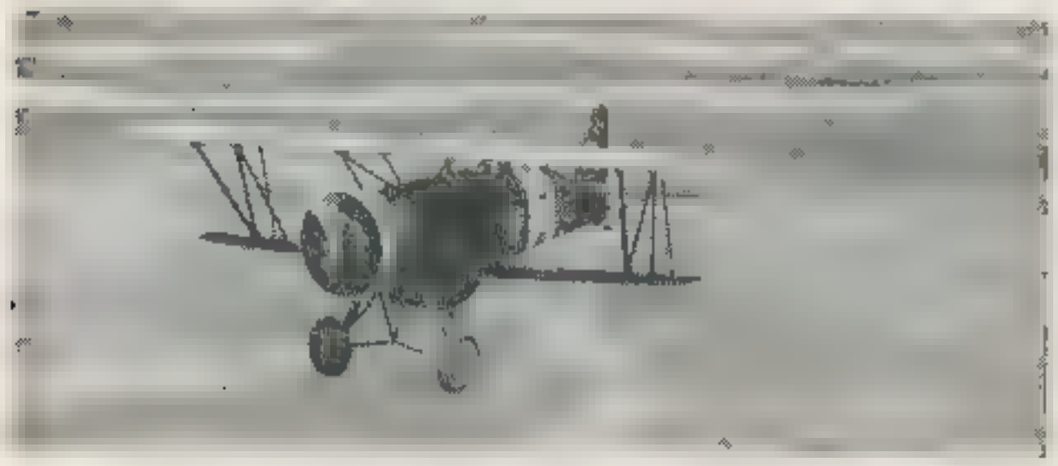
Can you identify these U. S. Air Force Planes?

(EACH WAS A MILESTONE IN AVIATION HISTORY)



1. This was the world's first military aircraft, accepted by the U.S. Army August 2, 1909. A twin prop pusher powered by a 30 h. p. engine, it had a 36'-5" wing span and flew all of 42 m.p.h. If you said "Wright Bros., B-Pusher," you're right.

2. French made, but one of the best AEF fighters of World War I, this highly maneuverable ship had a 180 h.p. Hispano engine, did a spectacular 127 m.p.h. and carried a 37 mm. cannon. By now you recognize the Spad VII. (Larkins Photo)



3. With its monocoque fuselage, this model was a real achievement in 1931. Its 171 m.p.h. speed made it a popular racer, and it carried U.S. Airmail. It's the Boeing P-12. (U.S.A.F. Photo)

4. This sleek, all-metal craft made its appearance in 1935. With a Pratt-Whitney engine that delivered 950 h.p., it zipped along at 281 m.p.h. Its name? Seversky P-35. (Larkins Photo)

5. And here's a 1948 jet model. Carrying six .50 cal. machine guns and eight 140 lb., 950 m.p.h. rockets, this amazing craft does 600 m.p.h., climbs 535 feet per second. You can't help recognizing Republic's F-84 Thunderjet. (U.S.A.F. Photo)

One of the most important "milestones" in the progress of military aviation has been *aluminum.* Since the early days of flying it has been used in ever increasing quantities to make planes faster, stronger, more powerful.

This forward march of aviation with aluminum has been accelerated by the opening of another dependable source—*Kaiser* Aluminum. Its producer, Permanente Metals Corporation, is proud of the part it is playing in aviation progress . . . proud it has set new standards in the industry for on-time deliveries of highest quality aluminum.

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Kaiser Aluminum

product of Permanente Metals Corp.

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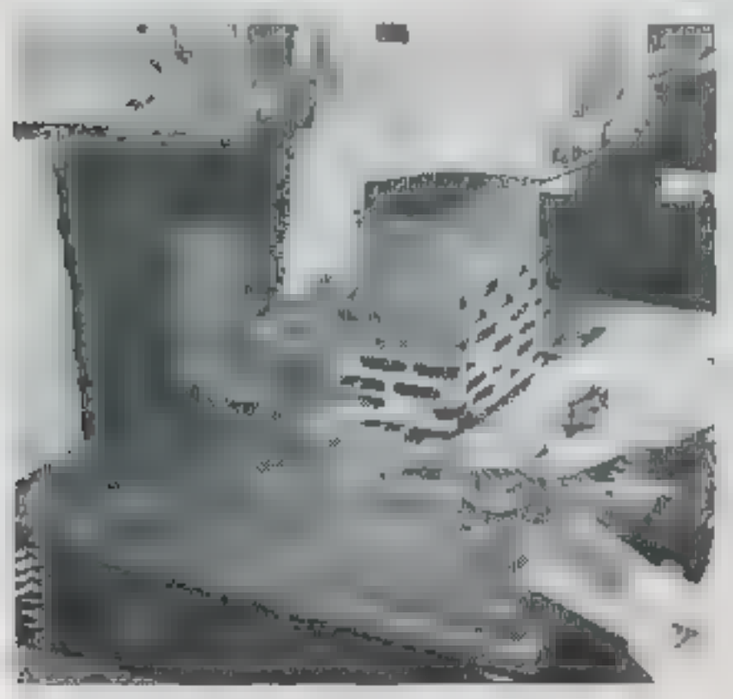
under low temperature conditions.

- Precision fuel systems of the type used for turbojet, turboprop, and fuel injection reciprocating engines are most seriously affected by ice precipitation from fuel, particularly when micronic type fuel filters are used in these systems.
- Both kerosene and gasoline type fuels can have appreciable ice precipitation at fuel temperatures of approximately +15 F.
- Ice precipitation effects on fuel systems operating in cold weather conditions must be diagnosed on the basis of actual fuel temperature rather than ambient air temperature, for the reason that the fuel is frequently warmer or colder than air temperature would indicate.
- Ice precipitation may be effectively prevented by the addition of alcohol to the fuel in small quantities approximately equal to the anticipated water content of the fuel, and this should be adequate for fuel temperatures down to approximately −40 F.



New Notching Method Saves Time on Press

An improved method of performing notching operations on a punch press has been developed at the Glenn L. Martin Co. by Herbert A. Stran.

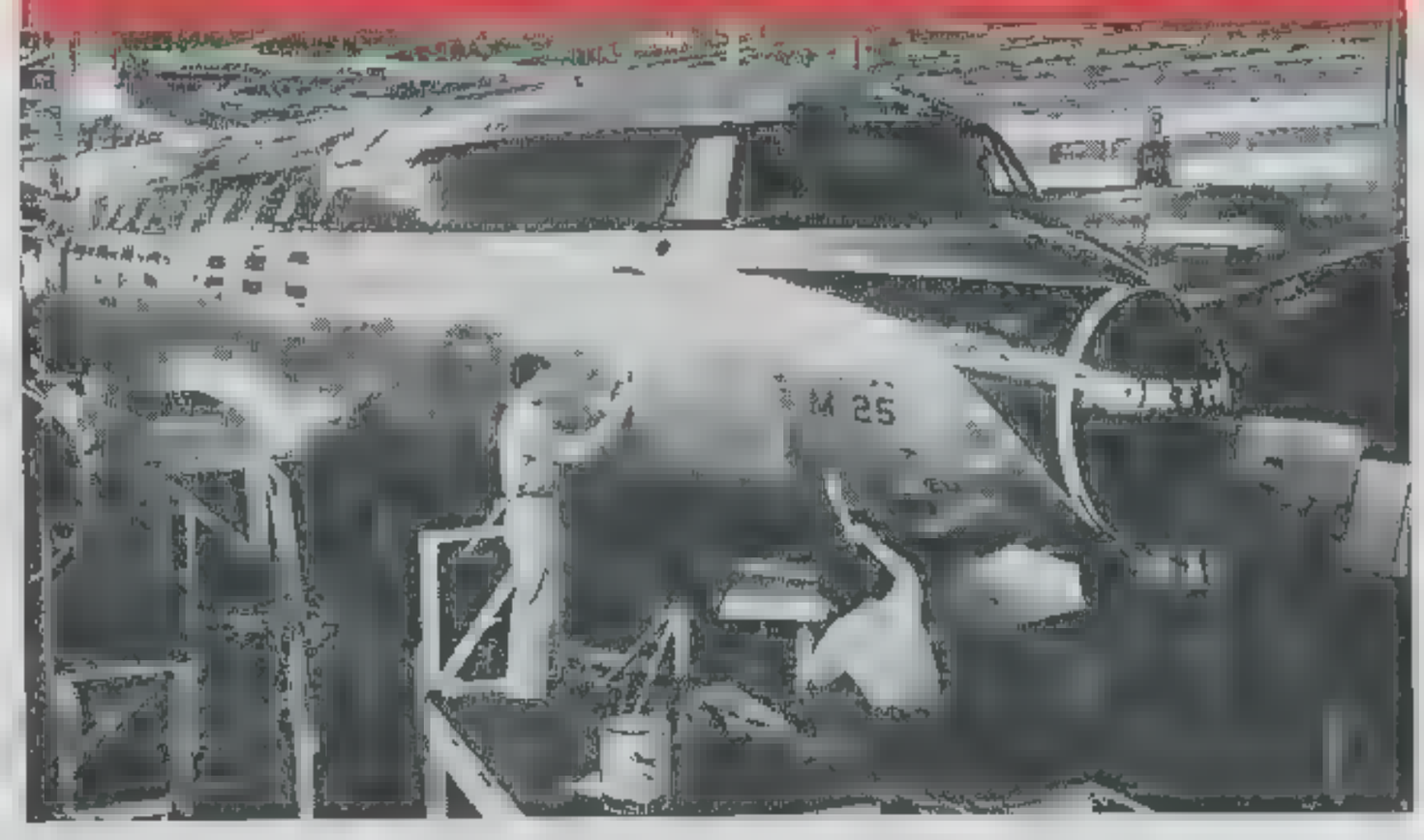
The procedure—utilizing an adapter plate and safety guard—is claimed to save considerable time in set-up and in running production parts.

The adapter plate is fastened to the bolster plate with four dowel pins and set screws, assuring accuracy of work. Plates formerly used were somewhat unsatisfactory since they had to be wired at one end to keep from shifting.

The slotted steel safety guard, with flange bent under and bolted to the adapter plate, affords a clear view of the operation. Eliminated is two-hand control, thereby speeding up the production run

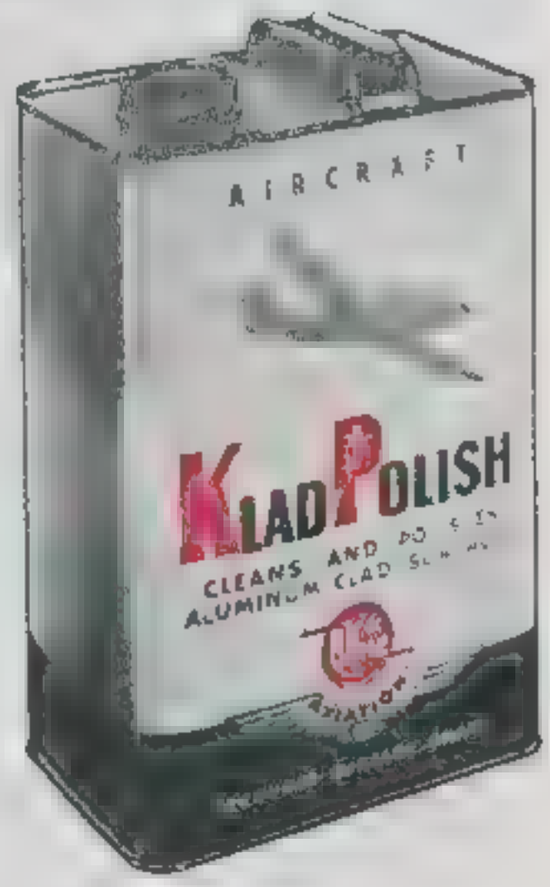
It is estimated that a saving of two hours per eight-hour running time on each punch press has been realized.

Klad Polish gives Martin 2-0-2 Transports a showroom shine at less cost!



The Glenn L. Martin Company and Northwest Airlines are enthusiastic boosters for Klad Polish! Martin uses Klad Polish to slick up its air giants for delivery. Northwest uses Klad Polish to *keep* the ships looking slick. They both know that Klad Polish does a better job *in one operation* . . . saves man-hours and money.

When necessary, Klad Polish can be applied to the whole ship before it is rubbed down. And you'll find it much easier to rub down Klad Polish—even if it has thoroughly dried in direct sunlight. These facts and the outstanding efficiency of Klad Polish add up to better results with substantial savings in man-hours and costs.



This is only one item in the *complete* line of Whiz Aviation Chemicals that help airlines, plane manufacturers, and fixed base operators get better results at lower costs. A Whiz distributor in *your* territory is prepared to give prompt service.

R. M. Hollingshead Corporation, Camden, New Jersey; Toronto, Canada.

The complete WHIZ line includes Klad Wax for aluminum surfaces; an all-purpose Windshield Cleaner; a Cleaner and Wax for painted and doped surfaces; Hydraulic Fluids; Degreasing Concentrates; Fast Acting Paint Strippers; and other important, time-saving, labor-saving items.

Whiz AVIATION CHEMICALS

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LEADER IN MAINTENANCE CHEMICALS

Somerset County

Somerset County is another of the northern tier of Maine counties, its southern end a part of the fertile and industrial region of Central Maine and its northern reaches traversing a vast roadless area of rivers, lakes and forests extending into Canada.

The great Kennebec River flows southward for more than half its length within the borders of the county and in the northern part of the county are the headwaters of the St. John and Penobscot Rivers. The southern border of the county invades the famous Belgrade Lakes section of Central Maine.

Skowhegan is the name of the largest town and the county seat. It is the hub of a network of roads entering the county from various directions. From it the main roads lead north through the county to Jackman and into Quebec.

The center of a rich farmland area, Skowhegan is an up-to-date small city with modern stores, hotels, restaurants and other facilities and a residential area with many fine historic homes and tree-shaded streets. Leading industries are woolen goods, shoes, pulp and paper, canning, wood products and commercial activities.

Five miles from Skowhegan is Lakewood, world famous summer resort and summer theatrical center on the shore of Lake Wesserunsett. Its summer theatre dates from 1900 and it has achieved fame as "Broadway in Maine" because it annually attracts the leading stars of the New York stage with performances of Broadway hits.

Norridgewock, southwest of Skowhegan, was the original shire town of the county and is rich in Indian and historic lore. There still stands the early Congregational Church, the old county jail and the Danforth Tavern, where the old bar and ballroom remain intact. The trip from Norridgewock to Madison leads past the Old Point section, where Father Rale, missionary to the Indians, was murdered in 1724.

Other towns in the southern corner of the county include Mercer, a little lumbering and farming village; Smithfield, between North Pond and East Pond on the road from Oakland in the Belgrade Lakes chain of Kennebec County; Fairfield, an industrial and business town with neat homes on the road from Waterville. Canaan, Palmyra, Stark, Larone and Hinckley, the latter containing the famous Good Will Farm of 2,600 acres and

(Continued on Page 56)

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Home of the famed Lakewood Players.
Excellent cuisine — recommended by Duncan Hines.
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BULL DOG CAMPS
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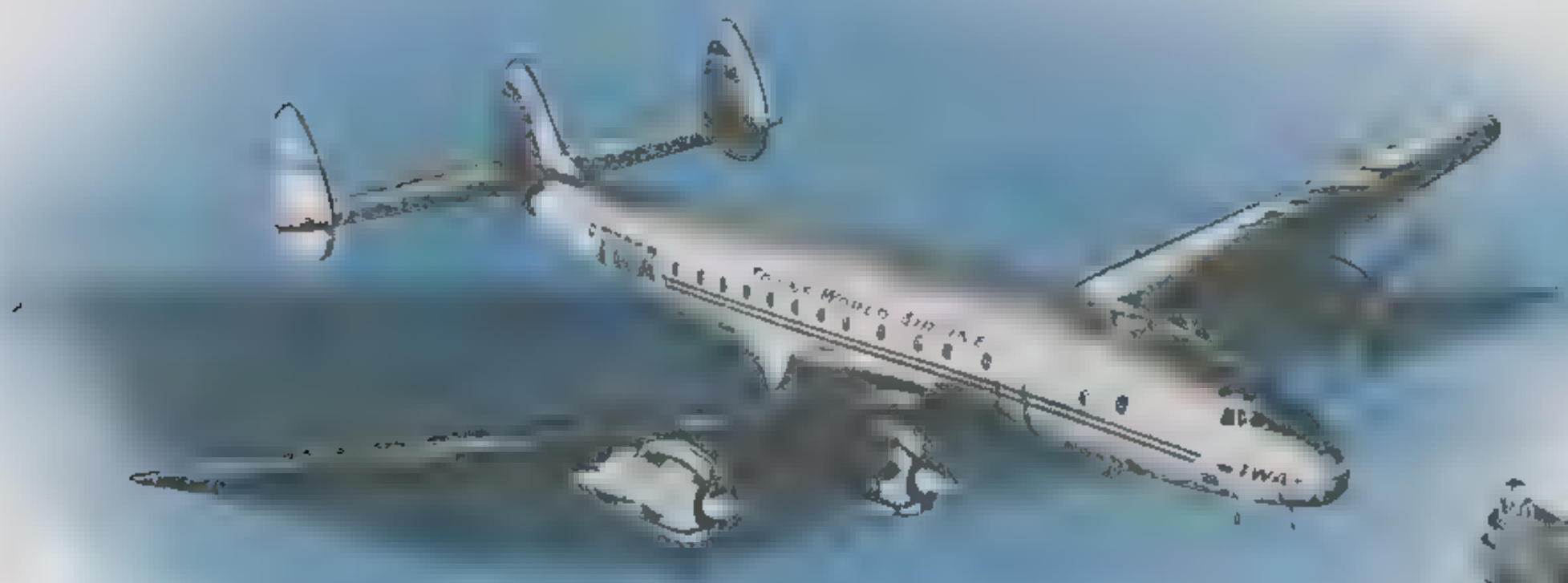


Lockheed *Uses* LORD Dynafocals

RS-40G ASSEMBLY

[Consists of six RS-40G-SA sub-assemblies]

For LOCKHEED "CONSTELLATION" DOUGLAS AD-1 & AD-2 MARTIN "MARS" (JRM-1)

Using Wright R-3350-C18BB and C18BD engines

RL-35 ASSEMBLY

[Consists of nine RL-35 5A sub-assemblies]

For LOCKHEED "CONSTELLATION" Using Wright R-3350 A & B Series Engines

MR-26 ASSEMBLY

[Consists of eight MR-26-5A sub-assemblies]

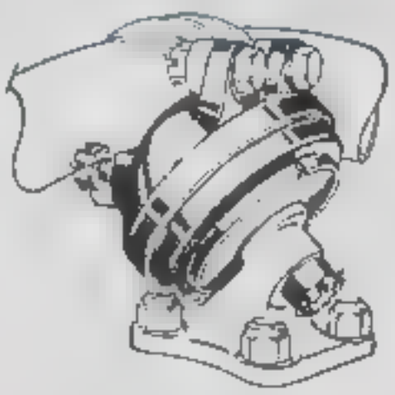
For DOUGLAS DC-4 (C-54)

Using Pratt & Whitney R-2000 Series Engines

MR-36, MR-36F, and MR-36J ASSEMBLIES

[Consists of six MR-36-SA, six MR-36F-SA, two MR-36J-SA and four MR-36J-SA1 sub-assemblies respectively]

For CONSOLIDATED "240" CURTISS CW-20 (C-46) DOUGLAS DC-6 (C-112) FAIRCHILD "PACKET" (C-82) MARTIN 202 MARTIN 303



Using Pratt & Whitney R-2800 A&B Series Engines, use MR-36 Pratt & Whitney R-2800C Series Engines, use MR-36F, MR-36J

Like Lockheed, you too can profit by specifying Lord Dynafocals for engine suspensions. Here's why:

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LORD ENGINE MOUNTINGS for DC-3

Item	P & W 1830 Series Quantity Per Plane	P & W 1830 Series Part Number	Wright 1820 Series Quantity Per Plane	Wright 1820 Series Part Number
Tube Mounting	8	J1202-1	8	H5013-3
Insert	16	J1789-1	18	SK1925-9
Sandwich	32	SK1292-1	36	SK1292-2

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Why pay a premium for a "custom-built" hangar?

This modern building, constructed for the County Airport Corporation, at Westchester Airport, White Plains, N. Y., is a typical example of the unusual versatility of Luria standard hangars. Complete with two-story masonry lean-to's and control tower, it has a clear door opening of 120 feet, with a center clearance of 30 feet.

Regardless of size, LURIA can meet your exact requirements from a standard line.

With *Standard Hangars* by Luria, you can avoid the extra expense, the delay, the planning and engineering that go into a "special" hangar. Yet the Luria line is so complete—and so *flexible*—that these Standard Hangars can, in effect, be custom-tailored to meet your precise requirements. Even "special" features can be included, retaining many of the cost-saving advantages of Luria standardization.

Whatever your airport building requirements, Luria is prepared to meet them—faster, easier, and at lower cost. And Luria Buildings are *available now*—permanent, steel-frame structures, with curved or gable-type roofs, and with clear door openings of from 60 to 200 feet. They can be supplied in any desired length, in increments of 20 feet. One or two-story lean-to's can be included, to provide extra shop or office space. Write today for complete information. Dept. A1.

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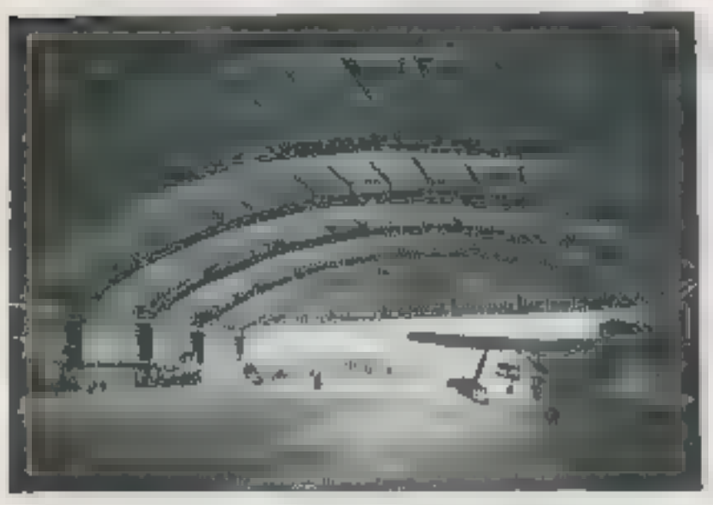
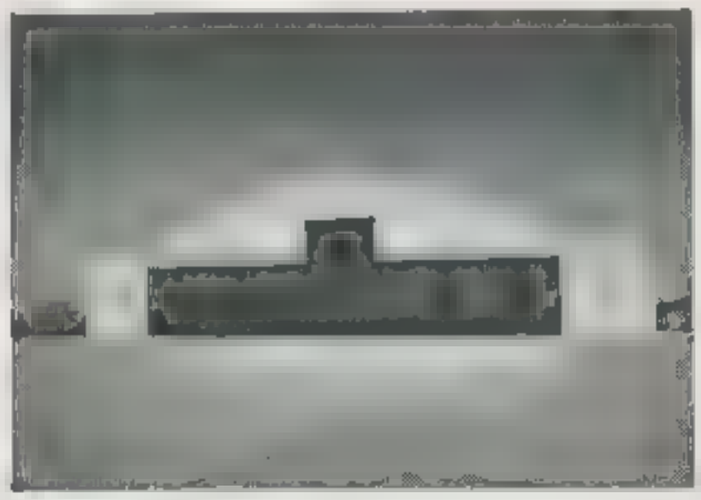


Interior view of Westchester hangar, showing girder-type roof construction.



Luria hangar, constructed for American Airlines at Logan Airport, Boston, Mass.

Two of five Luria hangars located at the Lockheed Air Terminal in Burbank, Cal.

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York County

"Maine in a nutshell"—that's how a Maine visitor once described York County. For here in this "southern gateway to Maine" the State's travelling guest finds every form of natural advantage for vacationing, from world-famous beaches of sparkling white sand, from lakes and hills and streams to quaint, historic hideaways of inland country and shore where for more than 300 years people have found relaxation and peace.

To 80 per cent of Maine's vacationers, the wonders of the State begin to unfold in York County. At Kittery, only 50 miles north of Boston, at Eliot, the Berwicks, and Lebanon, the main traffic arteries enter the State from the South.

Along the shore travel line from Kittery, site of the so-called "Portsmouth" Navy Yard, one comes to the historic and beautiful town of York, with its neat sand beaches, spectacular cliffs and quiet rural hamlets, favorite havens of writers, artists and tourists. York Village, York Harbor and York Beach all are strung out like pearls along a branch of Route 1A. The first chartered city in America, York was a popular summer playground for the Indians before it became a Royal Colony in 1641.

Ogunquit, locale of one of America's great summer theatre activities and a world-famous art colony, is an Indian name meaning "Beautiful Place by the Sea." Its beach, together with the beautiful strip of sand at Wells Beach, annually draws thousands of vacationers and summer colonists, to their dreamy quiet shores.

A few miles further north along the coast is Kennebunk Beach and Kennebunkport, where Kenneth Roberts and other famous authors and artists have their summer homes. Both places are on the shore side of the Town of Kennebunk, whose up-to-date business district and charming residential section retain so much of the Early American atmosphere and tradition. Cape Porpoise, a famous fishing village a few miles north of Kennebunkport, was the scene of one of Maine's outstanding Revolutionary War engagements. Beachwood is one of the town's popular resort colonies

Fortune's Rock and Biddeford Pool are on the ocean side of Biddeford, largest city and metropolis of York County situated at the mouth of the mighty Saco River. Biddeford is the site of the famous Pepperell Mills, home of Lady Pepperell sheets and other Pepperell fabrics known throughout the world. It is also the hub of road traffic for northeastern York County, leading inland to the hill and lake sections and shoreward to Bay View, Ocean Park and Old Orchard Beach.

The Marshall House
YORK HARBOR MAINE

Large Summer Resort Hotel of Brick, Cement, Fireproof Construction. Equipped with automatic sprinklers in every room and closet. Surrounded by extensive private grounds, encircled by ocean, river and salt water swimming pool.

Sea bathing, canoeing, boating, golf privileges at York Country Club which has an 18 hole course, also 12 tennis courts

Concert by Symphony Philharmonic, also Special Dance Orchestra

At the Marshall House you have the seclusion of a private island home, but are only a short walk to the activities of a popular summer resort.

THE Emerson and Cottages
YORK HARBOR, MAINE

Marshall House Management

Open June to late September

Equipped with Automatic Fire Sprinklers
Steam heated throughout
Elevator

In a private park, shaded by beautiful trees yet near bathing beach, ocean and river

Golf privileges at York Country Club which has an 18 hole course.
12 Tennis Courts

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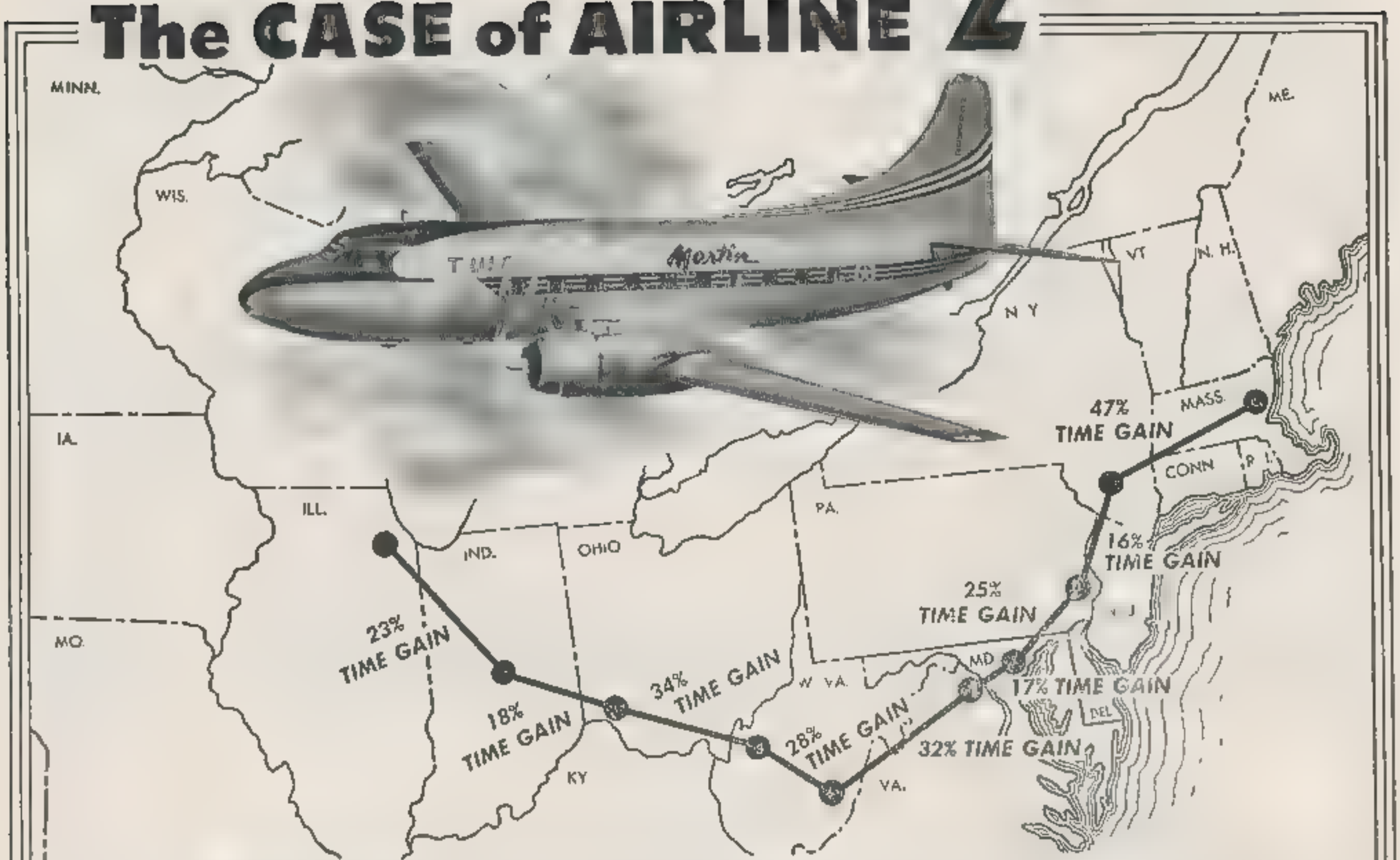
The CASE of AIRLINE Z



Martin 2-0-2 Flies Its Route 25% Faster than Prewar Plane!

HERE ARE THE FIGURES!

FLIGHTS	Using Martin 2-0-2	Using Standard Prewar Plane
Boston to New York	45 min.	85 min.
New York to Philadelphia	37 min.	44 min.
Philadelphia to Baltimore	30 min.	40 min.
Baltimore to Washington, D. C.	20 min.	24 min.
Washington, D. C. to Elkins, West Va.	50 min.	74 min.
Elkins, West Va. to Parkersburg, West Va.	31 min.	43 min.
Parkersburg, West Va., to Cincinnati	51 min.	77 min.
Cincinnati to Indianapolis	40 min.	49 min.
Indianapolis to Chicago	52 min.	68 min.

*Did you miss "The Case of Airline X" or "The Case of Airline Y"? We'll be happy to send you copies.

MINUTES count when you're flying short-hop routes, because they're the places where profits leak away. That's why the Martin 2-0-2's time-gaining speed and much greater payload capacity are great news for airlines! This modern airliner offers high-speed luxury service to shorten schedules, attract more passengers and generate more traffic in cities with airports too small for most other airliners. The 2-0-2 can serve these smaller airports because it is CAA-approved to take off and land with maximum load in the shortest distance of any postwar airliner. It carries 36 passengers to the standard prewar twin-engine plane's 21. And its simplified loading, unloading and servicing means shorter stops between hops.

Airline *Z* is a typical example! Based on actual performance figures, a Martin 2-0-2, being 50% faster than pre-war planes, on this hypothetical route would save almost 2½ hours between Boston and Chicago. That is a minimum saving of 25% in route time. Thus, the 2-0-2 would be landing in Chicago while the prewar plane was only halfway between Parkersburg, West Va., and Cincinnati, Ohio. And these figures assume the *same* ground time for both planes. *Actually,* the Martin 2-0-2 would save still more time because it requires less time on the ground between landing and taking off! Just additional velvet on the 2-0-2.

Here's one more example of why the Martin 2-0-2 . . . *the world's top twin-engine* airliner . . . is the plane to put airlines *in the black!* For full details, write today to: The Glenn L. Martin Company, Baltimore 3, Maryland.

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Builders of Dependable Aircraft Since 1909

Here's PROOF of why MARTIN 2-0-2 Airliners Spell PROFITS for Airlines:

Northwest Airlines, first domestic airline to modernize its twin-engine fleet, has found in nearly a year of service that the Martin 2-0-2 airliner means:

HIGHER SPEEDS . . . 100 miles an hour faster than prewar twin-engine planes it replaces.

GREATER PAYLOADS . . . Almost twice as much revenue-producing payload is available in the Martin 2-0-2 as in the prewar plane.

REDUCED GROUND TIME . . . Built-in tail ramp . . . easier servicing through convenient access hatches . . . underwing pressure fueling . . . carry-on baggage arrangements.

UNRESTRICTED LOADING . . . Widest CG range of any postwar airliner . . . minimizes loading difficulties and passenger irritation.

GREATER VERSATILITY . . . CAA-approved for the shortest runway lengths of any postwar airliner . . . generates more traffic by bringing high-speed luxury service to small as well as large airports and cities.

UNPRECEDENTED ECONOMY . . . Design and construction of the Martin 2-0-2 keep operating costs to a minimum.

Higher speeds . . . greater payloads . . . reduced ground time . . . wider operation . . . all spell increased earnings to the airlines

THE GLENN L. MARTIN COMPANY, BALTIMORE 3, MD.

"FLAK BAIT," Devon Francis' new book (Duell, Sloan & Pearce), is the thrilling story of the heroic men who flew and serviced Martin B-26 Marauders in bomber strikes from the Southwest Pacific to the Aleutians; from North Africa to the gates of Berlin. The Glenn L. Martin Company is proud to be mentioned in the combat roll call of these gallant airmen.

Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

Did you miss "The Case of Airline X," "The Case of Airline Y" or "The Case of Airline Z"? We'll be happy to send you copies of these factual case histories. Just drop us a line today.

From High-Speed Bombers to High-Speed Transports

MARTIN LEADS THE WAY INTO THE FUTURE!

YESTERDAY: The famous Martin B-10 bomber, faster by 100 m.p.h. than any other bomber of its day and speedier than most pursuit ships, made obsolete nearly all the world's military aircraft; won the 1932 Collier Trophy for Glenn L. Martin.

TODAY: The Martin 2-0-2 as a military transport can carry 61 military personnel or more than 15,000 pounds of military cargo—over twice the capacity of twin-engine equipment used in World War II and still in service. And the 2-0-2 cruises at speeds 100 m.p.h. faster than the World War II planes it replaces . . . yet operates from the same short runways, small airports

Tomorrow

Martin engineers are constantly at work harnessing higher and higher speeds to the transport and combat needs of our Military Services. In the days to come, look to Martin for rotary wing aircraft and other swiftly developing fields.

The Glenn L. Martin Co., Baltimore 3, Md.

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"FLAK BAIT," **Devon Francis' new book, is the thrilling story of the heroic men who flew and serviced Martin B-26 Marauders in bomber strikes from the Southwest Pacific to the gates of Berlin. We are proud to be mentioned with these gallant men.**

Watch the
New Wings over the Navy
NAVY DAY, OCT. 27

MAYFLOWER INN on the Sea

Martin Point, Friendship, Maine

One of Maine's finest Colonial inns in a location unequalled for natural scenic grandeur. Directly on water. Acres of private wooded grounds, away from traffic. Highly invigorating air. Delightfully cool. Open fireplace. Every Modern convenience. Land and water sports. Traditionally fine food. American Plan exclusively. Considerate rates. Reservations required.

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that finds expression in numerous clubs, societies and organizations. During the war it has also been an important center of Naval activity.

From Rockland and Thomaston main highways lead southward to the shore areas fronting on the southwestward side of Penobscot Bay, a resort area containing outstanding hotels, summer estates, cottages and fishing villages. Owl's Head, South Thomaston, Spruce Head, St. George, Long Cove, Tenants Harbor and Port Clyde are picturesque fishing and resort villages in the coves and inlets along the shore and small boats ply between them and the islands off shore.

North of Rockland is Glen Cove, another vacationing center, and Rockport, with a V-shaped waterfront on Goose River that has been landscaped by Mrs. Mary Louise Bok-Zimbalist

North of Rockport is Camden, one of the loveliest of all Maine coastal towns, where towering mountains rise almost from the ocean's edge to a height of more than 1,500 feet. These Camden Hills, Mount Battie, Megunticook, Bald and Ragged, were marvelled at by Champlain and Capt. John Smith because of their beautiful setting on the shores of Penobscot Bay. Here a National Park recreation area is being developed, containing picnic and camping sites, nature trails and ski trails. Citizens of Camden started this development with the Camden Bowl, in which events are held both summer and winter. Eventual size of the park will be nearly 6,000 acres between Lake Megunticook and the seashore. The Sagamore Picnic Area, just off Route No. One and on the seashore, contains 20 acres and already is rated as one of the finest in New England.

Not only have the year-round and summer residents of Camden taken particular interest in landscaping, both in the town and along the surrounding shore and countryside, but in the summer baskets of flowers decorate the lamp-posts in the business section and create an atmosphere of beauty and charm that is found nowhere else in the world. A notable group of musicians also make their summer homes in Camden and the beautiful Bok Amphitheater, seating 1,500 persons in a landscaped setting of trees, shrubs and plants and the remodelling and redecorating of the Camden Opera House, also have been special projects of Mrs. Zimbalist.

Both Camden and Rockland also are headquarters for schooner cruises, which are gaining in popularity every year.

Among the larger islands in Penobscot Bay reached by boat from Rockland and other Knox County towns are North Haven and Vinalhaven, both fashionable resort islands, Isle au Haut, Matinicus and Criehaven, whose primitive charm is well known to lovers of nature.

Inland Knox County, with its network of lakes, streams and farmlands, contains the towns of Union, Washington, Appleton and Hope. These are farming and orcharding communities in a region of lakes, streams and mountains, with excellent fishing, canoeing, hiking and mountain climbing. Appleton is the center of the apple region and also has a State Fish Rearing Station. Megunticook Lake, Crawford Pond, Seven Tree Pond, Sennebec Lake and Washington Pond are but a few of the many bodies of water that dot this area like gems.

Good Eating

One of the prime delights of a Maine vacation is the enjoyment of Maine home-cooked foods prepared by men and women who have made it their business for years to provide good eating.

Until you have enjoyed the thrill of a real "Down East" meal, whether it be on the seafood or mainland side, you have been missing one of the joys of living known to Maine vacationists for many years.

Whether it be the regal lobster, prepared in any one of a score of delectable ways, or the other products of the coastal fisheries, such as clams, sardines, crab meat, delicious fish species or chowders, or whether it be the inland dishes of fresh meats, salmon, trout, or the other inland fish surrounded by crisp and flavorful Maine vegetables, hot biscuits and other tasteful accessories, your Maine host can place a spread before you that even few kings can today enjoy.

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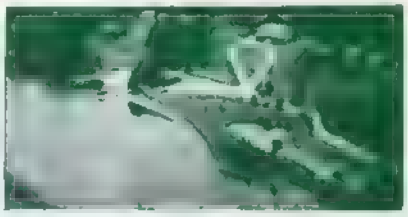

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Along the coast where the growth is principally coniferous, Monhegan Island, Newagen, Squirrel Island, Mount Desert Island, Petit Manan and Eastport are recommended.

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Nearby, reached only by trail, is the "Grand Canyon of the East", at what is known as the Gulf on the West Branch of Pleasant River. Here the stream is deeply entrenched in a slate canyon. Water falls, sheer walls, fantastic shapes and unusual rock formations make a scene of surpassing beauty. Trout fishing in the various waters is excellent.

North through the roadless forest from this region are Whitecap and Jo-Mary Mountains, the Jo-Mary Lakes and the northern section of Pemadumcook Lake on the West Branch of the Penobscot. The Appalachian Trail traverses this wilderness, which reaches to the southern limits of Baxter State Park and the Katahdin area.

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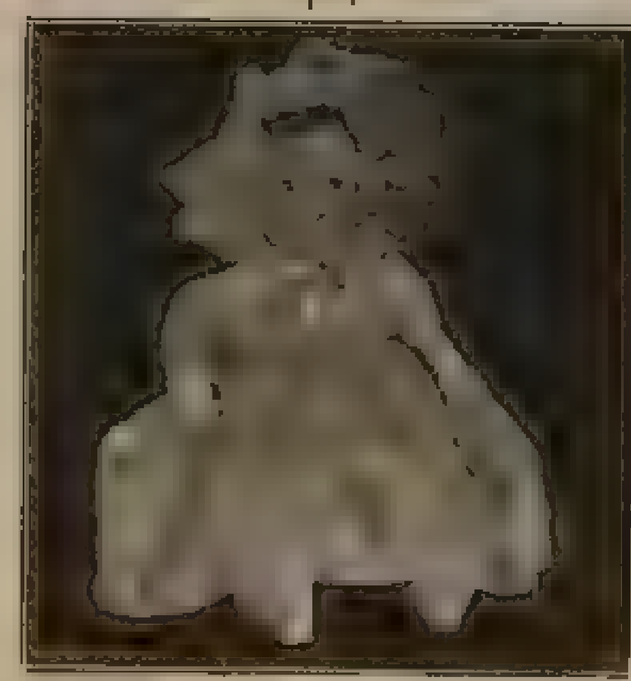

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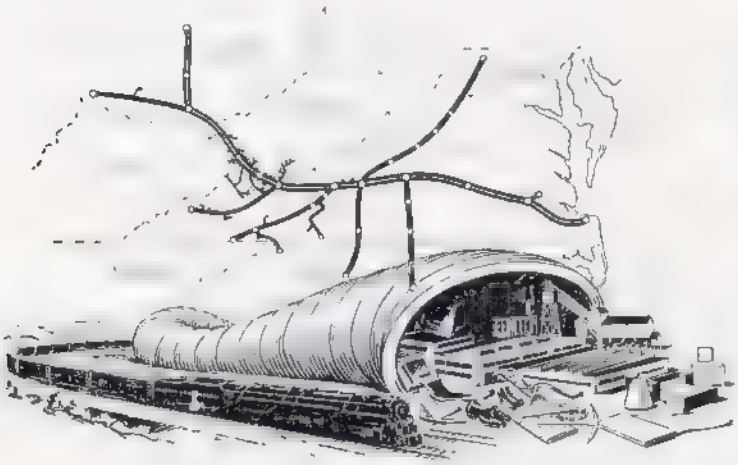

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LAND OF PLENTY

is beautiful hill and lake country, with Sokokis Lake, Little Ossipee River, Pequawket Lake and other lesser ponds and streams and villages and pleasant valleys that made it a favorite region of the Indians and early settlers.

In the north central part of the county is the famous Saco River Valley region of Dayton, Hollis Center, Bar Mills and West Buxton, the latter made famous by, among other things, Kate Douglas Wiggin's "Old Peabody Pew". The scene of this famous story and play is the old Tory Hill Meeting House at Buxton Lower Corner. The spectacular Salmon Falls Gorge of the Saco River divides Buxton and Hollis and the park there is visited annually by thousands.

Besides its two world-famous textile plants at Biddeford and Sanford and its unequalled recreational advantages, York County is a highly developed agricultural area, having 140 days annually without killing frosts. It is part of the Atlantic Truck and Vegetable Region, growing crops such as peaches and melons usually grown farther south. Dairying, poultry raising, orcharding and forestry are important components of its rural economy and it contains the largest orchard in Maine of more than 16,000 trees

Well-kept homes and farms, excellent highways, varied industrial opportunities, every form of recreational advantage close by, from the mountains to the sea, and the keen civic consciousness of its residents justify them in regarding their section of the State as the "show window of Maine".

A 45-mile toll superhighway, called the Maine Turnpike, is now in operation between Kittery and Portland. Side exits and entrances are in operation at Wells, Biddeford and Saco and a fourth interchange for Kennebunk is to be completed this Summer.

The Kittery entrance from U. S. Route One is, for eastbound traffic, just beyond the Maine New Hampshire Memorial Bridge. It leaves Route One in a broad, sweeping curve to the left.

At the northern end, the turnpike rejoins Route One on the outskirts of South Portland, while a spur access enters Portland on Outer Congress Street, on State Routes Nine and 22.

The four-lane, bisected toll highway (50 cents for passenger cars, $1.50 for trucks) makes possible a fast trip to Biddeford and Portland for motorists not desiring to take the scenic route along Maine's southern beaches and coastal communities.

Motorists desiring to stay on U. S. Route One should continue straight ahead at the Kittery intersection, where signs for both routes are in place. U. S. Route One, between Kittery and Portland, is mostly three- and four-lane, except through some cities and towns. It affords glimpses of shore scenery at many places and numerous access roads lead directly to all shore and beach areas

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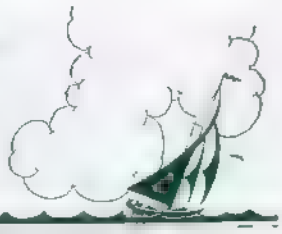

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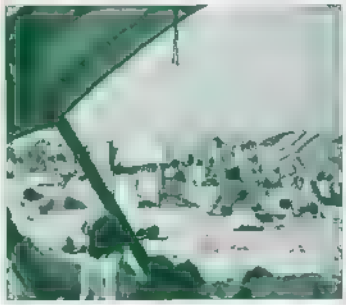

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JORDAN, MARSH CO.

FAMOUS & BARR CO.

KRESGE'S

B. GERTZ, INC.

AGAIN
in 1947 . . .
an even
BIGGER HIT

ORIGINATING

A Host of New Great Play Features

including

- FILLABLE TANKS
- FILLABLE CARS
- HYDRAULIC LIFTS

IMMEDIATE DELIVERY!

DE LUXE GAME CORP.

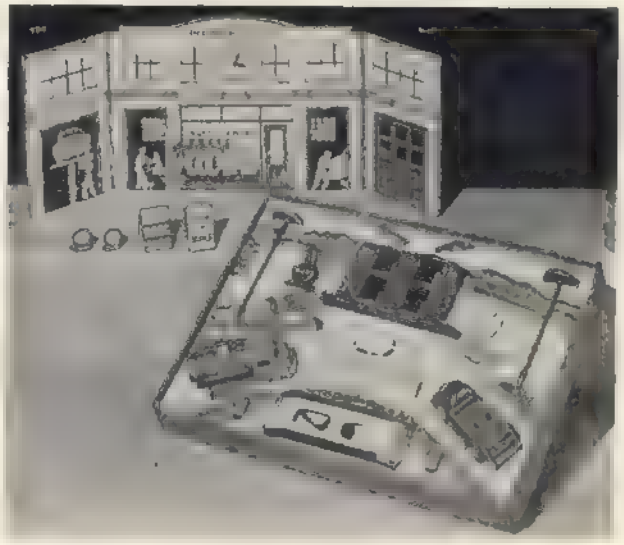
200 FIFTH AVENUE • ROOM 363 • NEW YORK 10, N. Y.

AND THE

De Luxe

ACCESSORIES SERVICE STATION

ANOTHER BEST SELLER THAT IS NOW MAKING SALES RECORDS IN AMERICA'S LEADING STORES



NOW for 1948

De Luxe AGAIN SCORES

with the Most Sensational Line of

SERVICE STATIONS

EVER SEEN

• PLUS •

A New and Complete Line of

PAINT SETS • DOLL HOUSES

• *Plastic* DUCK PINS •

And Many Promotional Items

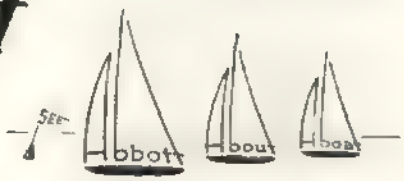
It always pays to visit De Luxe!

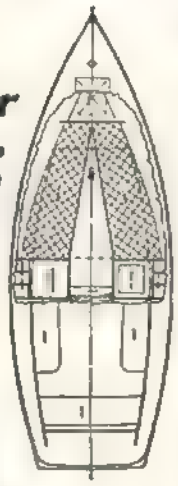
DE LUXE GAME CORP.

200 FIFTH AVENUE • ROOM 363 • NEW YORK 10, N. Y.

Abbott's Fleet

All Designed by
Phil Rhodes





*Dater

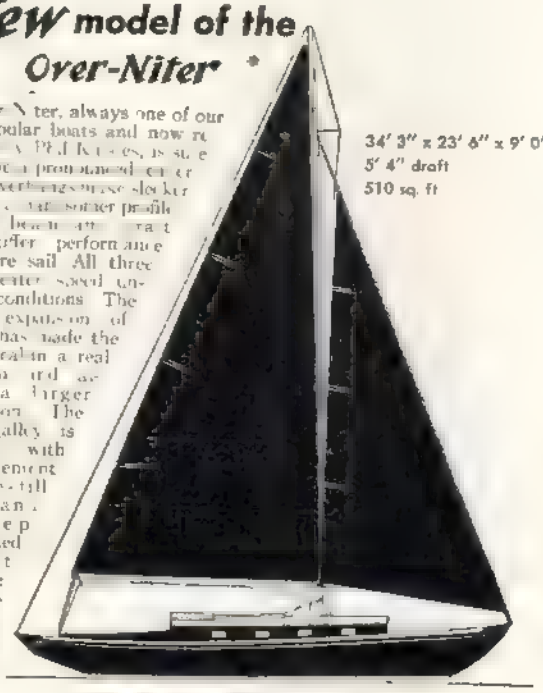
Available now with inboard power

20' 6" x 18' 0" x 7' 6" x 3' 8" draft — 222 sq. ft.

With a [illegible] cockpit the Dater is the smallest practical combination of day sailer and two-bunk cruiser. There is sitting headroom below in alternative positions for toilet, stove and [illegible] wanted. Phil Rhodes' magic has added amazing speed to ruggedness in any weather. The Dater has so thoroughly proved herself that she will be continued without change. *Now available with inboard power as an extra.*

A *New* model of the *Over-Niter* *

The Over-Niter, always one of our most popular boats and now remodeled by Phil Rhodes, is sure to become a pronounced center-boarder overhangs make sleeker lines and a handsomer profile. Greater beam and draft mean stiffer performance with more sail. All three mean greater speed under all conditions. The general expansion of the hull has made the forward cabin a real stateroom and allowed a larger toilet room. The bigger galley is equipped with a convenient outside-fill icebox and the deep high-backed cockpit and wide fitting-free decks are both enlarged.

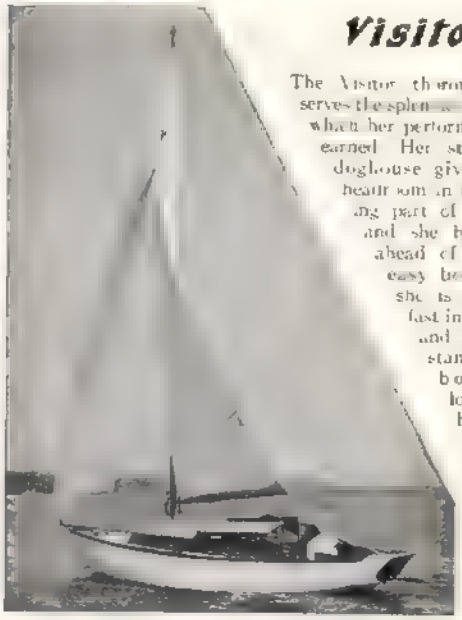


34' 3" x 23' 6" x 9' 0"
5' 4" draft
510 sq. ft.

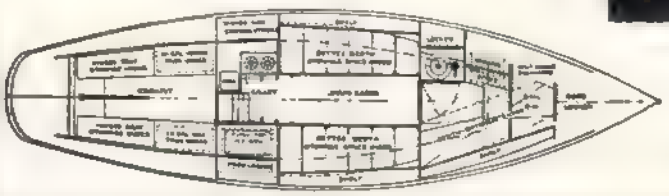
Both the Over-Niter and Week-Ender have the Pullman berths and anchored folding cabin table shown below.

*Visitor *

The Visitor thoroughly deserves the splendid reputation which her performance has earned. Her streamlined doghouse gives 6' 2" headroom in the working part of the boat and she has 5' 6" ahead of it. With easy body lines, she is able and fast in a seaway and her substantial freeboard allows for a high-backed, self-bailing cockpit.



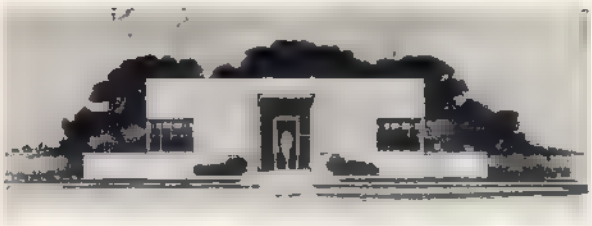
30' 0" x 20' 6" x 8' 0" x 4' 6" Sail area 372 sq. ft.



*Coracle →

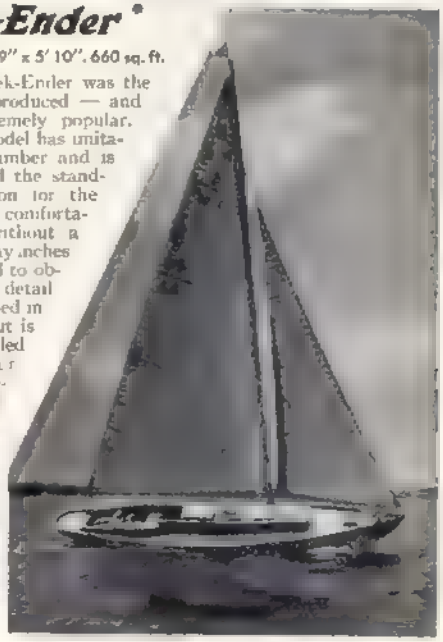
8' 0" x 4' 0" x 20" clearance. A planked plywood pram, this dinghy has our fore-n-aft middle thwart for trim adjustment with any load and being very light is easy to take aboard.

New Office — Completed December 1, 1947



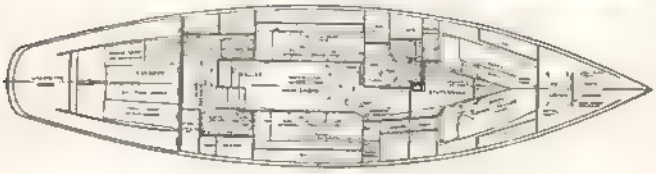
Week-Ender *

39' 0" x 27' 0" x 9' 9" x 5' 10". 660 sq. ft.

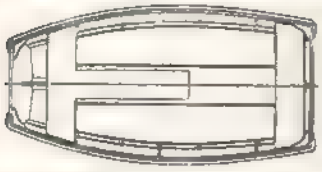


The original Week-Ender was the first model we produced — and she is still extremely popular. This perfected model has imitations without number and is widely considered the standard of comparison for the biggest boat it is comfortable to handle without a paid hand. The way inches have been juggled to obtain perfection of detail cannot be described in this short text but is fully told in detailed printed matter available on request. It takes time to build a Week-Ender the way we insist on doing it — so only orders are strongly recommended.

We propose that there are many copies but no duplicates of our Week-Ender.



Both the Over-Niter and Week-Ender have the Pullman berths and anchored folding cabin table shown below.

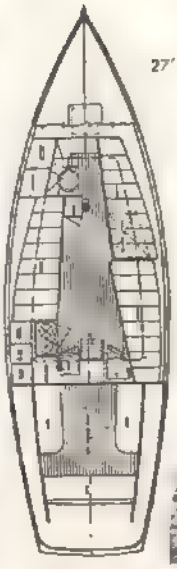


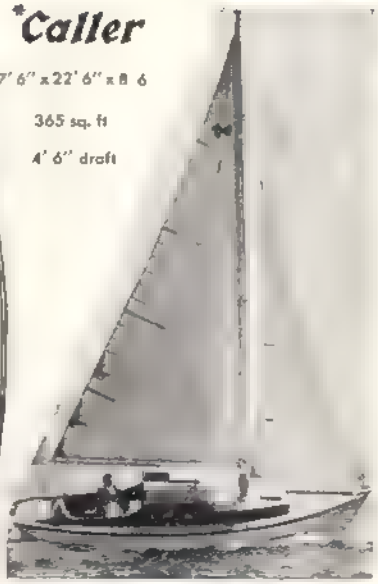
*Caller

27' 6" x 22' 6" x 8' 6"

365 sq. ft

4' 6" draft





The heavy round bottomed hull of the Caller combines stiffness, speed and interior room. It is easier to build than the S-section form. The doghouse and forward hatch allow full standing headroom everywhere, except opposite the mast, and leave the forward deck unbroken for handling ground tackle. The galley is amidships where it should be and the deep self bailing cockpit gives the helmsman his own position on either tack. Finally, the tall rig, graceful sheer and high bow make the Caller one of our handsomest boats.

*Wood-Pussy

13' 6" x 6' 0"—110 sq. ft

We are agents for this phenomenal little pocket which is so able, fast, seaworthy and good looking that she has definitely put the catboat back on the yachting map. Intended primarily for youngster training, so many adult club-classes have been formed that the first National Championship was held on West Long Island Sound in September 1947 with over thirty boats participating.

Plenty of cockpit space for three adults

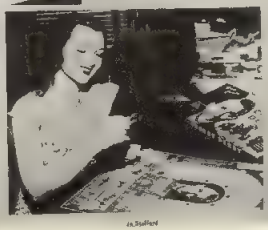
Donald B. Abbott

530 Boston Post Road, Mamaroneck, New York

Tel. Mamaroneck 9-0405

*Trademark
1947, D.B.A

Open Saturdays and Sundays from noon. Closed Thursdays



"CROSBY DERBY," NEW SENSATIONAL GAME NOW AVAILABLE AS $1.98 RETAILER

THE Bing Crosby Derby, which made its bow in 1947, is now said to be up among the leaders, in volume of sales, in the game field. It had terrific publicity and advertisements in such magazines as Life, Saturday Evening Post, Cosmopolitan, Esquire, True, Sunset, Popular Mechanics, New Yorker, Sports, Photoplay, Movie Life, Motion Picture, Movie Show, Downbeat and Hit. Newspaper columnists like Walter Winchell, Louella Parsons, Jimmy Fidler, Dorothy Kilgallen and Danton Walker, mentioned it favorably in their syndicated columns.

It is now mentioned daily on several coast-to-coast radio programs and is periodically mentioned on some evening programs. No game has received greater publicity, and none has been received by the public with such acclaim in such a short time.

The Crosby Derby, up until now, was sold in only the DeLuxe model, retailing for $2.95. To meet the popular demand a new model has been

added to retail for $1.98. The Crosby Derby, is therefore, now available in the DeLuxe and the popular model. The popular priced, $1.98 retailer retains all of the features of the DeLuxe model, and is packaged in a beautifully covered box measuring 9 x 15". The DeLuxe model has been improved by the use of a heavier playing board, which is cloth-hinged. Customers with their initial order receive display material of photographs showing movie stars playing the Crosby Derby.

Just as Bing Crosby, for the fourth consecutive year, was the leading box office attraction in the U. S., so too, it appears that the Bing Crosby Derby will be a real leader in game sales. It is manufactured and distributed by Fishlove Industries, 712 N. Franklin St., Chicago, Ill.

CANADIAN NOTES

By WM. McNULTY

Myer Zatsman, of Dartmouth, N. S., who has recently opened a toy and sport goods store there, has named it Myer's Sport Shop. One section of the store is allotted to toys, games, tricycles, carts, scooters, trains, dolls, dishes, etc.

* * *

"Toyland," also known as "Toy Town," and sponsored by James Baird Co., St. John's, Newfoundland, was established by William Woodley, a member of the staff. A display of toys, games, etc., was arranged on the floor, with town layout—streets, lighting, post office, library, homes and stores. Each of the model buildings contains a stock of playthings, sales not being made over a showcase or counter, but from the buildings. Given special attention are dolls, trains, general toys, books and games.

* * *

A change in the managerial policy of the toy and sport goods department of W. H. Thorne & Co., St. John, N. B., has resulted in management being vested in three members of the department staff instead of only one individual. The change was effected by A. H. Wood, who became retail manager for Thorne about six months ago, having come from the S. S. Kresge Co. in Ontario. He had been with Kresge in several Ontario locations, including Peterboro and Kitchener, for about 8 years.

C. A. O'Connor, who had been connected with the toy and sport goods department of the Thorne store for about 25 years, and had been manager about six weeks, closed out his connection and became a road salesman for a Montreal pipe manufacturer.

Mr. Wood decided to make a shift, as a trial, by dividing the department management among three staff people, each assigned to specified items.

* * *

The East End Variety Store, St. John, N. B., established about two years ago, has been enlarged recently. Two buildings south of the store have been purchased and remodeled. Both are 3-story, wooden structures. The additional space will be used for showing, stocking, and selling toys, games, sport goods, bicycles, tricycles, carts, scooters, etc. The business is owned by the Catholic Community Club, which has a hall on the second floor. Frank O'Brien, who became manager when the store was opened, was succeeded by Cyril Moore, who had been on the staff. More recently, Mr. Moore retired and was followed by Philip Bowes, who was connected with W. H. Thorne & Co. of St. John for about 31 years.

•

New Export Buying Service

Bernard Gottlieb, formerly export manager for the Schranz & Bieber Co., Inc., of New York, has now set up his own organization, and at this time is representing, exclusively for export, as sales agent, Standard Toykraft Products, Inc., of Brooklyn; M. A. Henry Co., Passaic, N. J.; and George S. Scott Mfg. Co. of Wallingford, Conn. Other firms, too, are showing interest in having Mr. Gottlieb represent them on an export basis.

BERNARD GOTTLIEB

He is also acting as resident buying office for several overseas wholesalers, and expects to add many more accounts in the near future.

•

Leader Merchandise Moves

The Leader Merchandise Company has moved to new and larger quarters at 45 East 20th Street, New York City, where it will continue to feature its fast-selling, low-priced merchandise, in addition to many new lines.

The company is now handling a complete line of toys, notions, novelties, plastic specialties and many other profitable items in the 5 cent to $1.00 field.

Leader has a constant stock on hand of all its items, with many new products being supplemented to the line from time to time.

The Fall line this year will contain a huge assortment of mechanical toys made of metal and plastic, decorations of every type and style for the tree and home, and other interesting items.

Samples of the entire line are on display at the new show room.

•

American Specialties Show Room

Herman Kesler, president of American Metal Specialties Corp., announces the opening of a permanent New York showroom at 200 Fifth Avenue, Room 456, where their manufactured lines of all-steel toys, housewares, and closet accessories will be on permanent display.

The staff is now being selected.

COMING EVENTS CAST THEIR SHADOWS BEFORE

1948 SHOWS

March 8-22 AMERICAN TOY FAIR, New York City. (Toy Mfrs. of U.S.A., 200 Fifth Ave., N.Y.C.)

March 15-19. Philadelphia Gift Show, Hotel Benjamin Franklin.

March 22-25. Canadian Toy Fair, Mount Royal Hotel, Montreal, Quebec.

April 11-14. International Toy & Gift Show, San Antonio Texas. (2200 Alamo National Bldg.)

Give Him a *Boy Scout* Gift

By
W. B. STODDARD

Attractive window by The Broadway, Los Angeles

THERE is probably no youth organization that has made such rapid strides as the Boy Scouts, and no other in which practical living and high ideals are so strongly stressed. To the thousands of Cubs and Scouts in every part of the land, their pack and their troop is the big thing in their life, and to enjoy it to the full they want the complete equipment that will enable them to take part in all the activities of their group. Nothing pleases a Scout more than something to add to his equipment, and the wise dealer will see to it that at the close of school, when camping and hiking trips are being planned, Boy Scout paraphernalia is given wide publicity.

The Jones Store, Kansas City, Mo., sent out a folder to the parents of all the Boy Scouts in that district. On the front page was the cut of a Boy Scout, and the heading, "Give that Boy Scout of yours a complete outfit for his summer camping trips. The Boy Scouts of America is one of the finest organizations in which to train your boy into becoming a young man of the future. In order to make his hiking and camping trips complete be sure he has the right equipment." On the inside pages was listed everything necessary for a complete outfit, with a range of prices for each item, and a square in front of each in which to check the wanted articles. In the department several complete camp kits, cook kits, and books on Scout projects were shown on a long table, with the figures of a Scout and a Cub, fully equipped, standing at each end.

Boy Scout Ad

Sanger Bros., Dallas, Tex., ran a page length, double column ad, with Boy Scout at the top, and captioned, "Camping Gifts for the Boy Scout." It featured a complete outfit for $9.50, and also illustrated and priced a number of the principal items of equipment and books needed by Boy Scouts.

The most effective form of advertising, however, is the display window, as it attracts both the Scouts and their parents, and other relatives.

The Hugh J. Lowe Co., Santa Ana, Calif., arranged a central island window, in which was a big card, "Give him a Boy Scout gift for his graduation from Junior High." Beside the card stood a Scout. Overhead were branches of pine needles and cones. Many scout items were scattered about. The firm ran a special ad, 14-in., double column, with photo of a Scout at the top, headed, "Gifts for

Boy Scout window by The Famous, Glendale, Calif.

Boy Scouts." The ad listed 12 items especially needed by Scouts, ranging in price from $1.00 to $2.50, and a sleeping bag at $9.50.

The Broadway, Los Angeles staged a National Scout Round-up. The window showed a camp in the forest, with a pup tent and several Scout pennants. Scoutmaster, Scout and Cub were shown. A cooking kit was placed over a camp fire. In the Boy Scout section were cook kits, water bags, axes and knives in sheaths, compasses, pedometers, and wrist watches, all put up in gift boxes. There were several larger boxes, supposed to contain cook kits, wrapped in cellophane, with cards of congratulation (graduation) attached.

A display that called instant attention to Boy Scout items as much desired gifts was arranged by The Famous, Glendale, Calif. Against a background of olive green was hung a tall red panel headed, "Scouting Equipment." To the pane were fastened signal flags, knapsacks and neckerchiefs. Camp equipment was fastened to a panel at one side. A red fixture in the form of a stylized fir tree held hunting knives, neckerchiefs, belts and various small leather goods. In the center of the display were figures of scoutmaster, scout and cub. Scout supplies were scattered over the floor. A long table at the intersection of the boys' clothing and toy departments held numerous items of scout equipment — pedometers and compasses being especially featured.

Boys' Camp Displayed

The Long Beach, Calif., store of this firm arranged a big window, backed with deep blue, spangled with silver stars. The floor was covered with pine needles and cones, with small trees at each end. A boys' camp was depicted, there being two tents. Beside one stood a Scout, signal flags in hand. In front of the other tent a blanket was spread, on which was a set of aluminum cooking and eating dishes, and a number of books on scouting, which a kneeling Cub was examining. These included, Wolf Cub Book, Hand-book for Boys, and Sea Scout Manual. Scattered around were other books on Scout projects, water bag, axe, nest of aluminum dishes, hunting knife, small camera and first aid kit.

In catering to the Boy Scouts, the Girls Scouts and Campfire Girls should not be overlooked. They are in the market for most of the equipment used by the boys, and an occasional display and ad calling attention to camp lines in which they are interested is sure to be productive of good results.

Phil Connell With Noma

Henri Sadacca, president of the Noma Electric Corporation, announce the appointment of Philip T. Connell to the EFFanBEE Doll Division of the corporation.

Mr. Connell, who has had many

PHILIP T. CONNELL

years of experience in the doll and toy field and is well known to all the trade, will assist in promoting chain store sales for the company.

Mr. Connell will make his headquarters at the EFFanBEE showroom, 200 Fifth Avenue, where he will be happy to meet his many friends.

■

Manufacturers Who Want Greater Volume Should Use Consistent Advertising in
TOYS AND NOVELTIES

"Can I talk to you for a few minutes—alone, Ella?"

TOY INDUSTRY LEADERS
Praise WALT DISNEY CHARACTERS

BRIGHTEST stars to shine at the 1948 Toy Fair are the Walt Disney toys produce by Disney Character licensees. These outstanding leader of the toy industry all speak enthusiastically of their sales success with their Disney lines, which have directly resulted in a happy combination of added prestige, profits and sales.

The majority of Walt Disney-toy manufacturer affiliations have existed for years, and these old-time Disney licensees are exhibiting many appealing Disney toys at the Fair. Among these items are new designs in addition to the all-time favorites, of which some are appearing in new, improved versions.

Of equal interest to the assortments being offered by old-time Disney licenses, are the completely new collections by new Disney licensees. These collections are staging their world premiere. and merit very special attention.

Tom Smith, President of Sun Rubber Company, Barberton, Ohio, and an old-time Disney licensee, reports enormous current popularity for Sun's Disney line, and predicts an excellent sales future for those items. Sun has already an entire production line to Disney autos, tractors and aeroplanes, with plans afoot for amplified facilities to produce more Disney rubber toys for 1948.

A long-time leader in the development of lithographed wood pull toys, Fisher-Price Inc. has made Disney pull toys for a number of years. Fisher-Price's President, Herman Fisher, says that each year his firm has found it necessary to produce more Disney toys to meet steadily increasing demands. New designs specially utilizing a modern treatment of perspective, are high-highted in Fisher Price's exhibit.

One of the newer Disney licensees, A. Swedlin of Gund Manufacturing Company, has been carefully guarding his new line, holding it for a dramatic

1. Tom Smith
Sun Rubber

2. W. S. Rainford
W.S. Rainford Products, Inc.

3. George Dessler
Louis Marx & Company

4. A. Swedlin
Gund Mfg. Co.

5. Herman Fisher
Fisher-Price Toys, Inc.

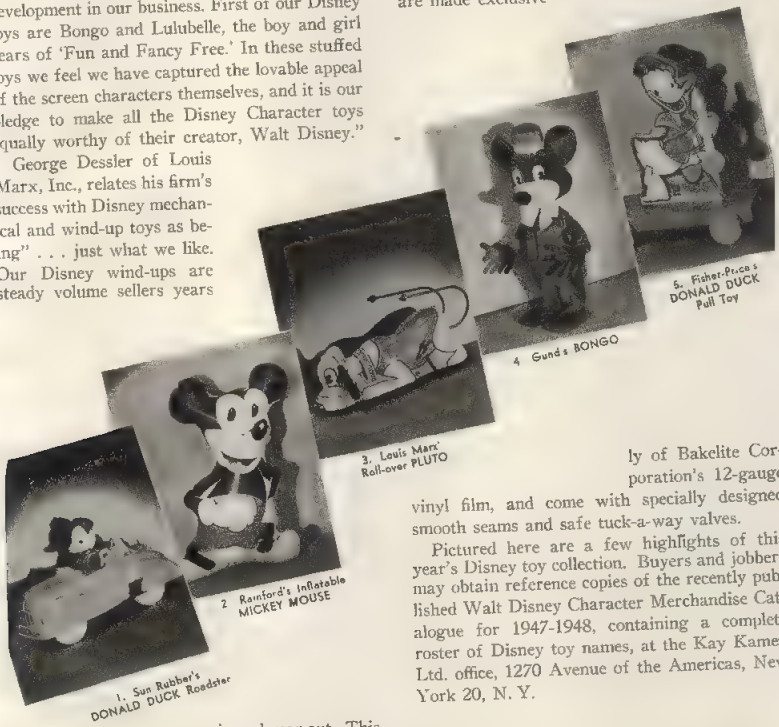
introduction at this year's Toy Fair.

"We are very proud of the Gund-Disney line," says Mr. Swedlin, "and regard it as a major development in our business. First of our Disney toys are Bongo and Lulubelle, the boy and girl bears of 'Fun and Fancy Free.' In these stuffed toys we feel we have captured the lovable appeal of the screen characters themselves, and it is our pledge to make all the Disney Character toys equally worthy of their creator, Walt Disney."

George Dessler of Louis Marx, Inc., relates his firm's success with Disney mechanical and wind-up toys as being" . . . just what we like. Our Disney wind-ups are steady volume sellers years in and year out. This year we have many new Disney items in production, and plan to introduce these to the trade as soon as we can take care of quantity deliveries."

Newest of Louis Marx's Disney line is the Goofy and Donald Duck duet, which has been on chain, syndicate, and department store best seller lists for months. Other of their Disney items may be seen over at the Louis Marx showroom, 200 Fifth Avenue.

W. S. Rainford Products, Inc., just recently granted a Disney license, has worked closely with the Kay Kamen Ltd. office (world licensing representatives for the copyrighted Walt Disney Characters) in developing their new line of Disney inflatable vinylite toys. Disney inflatables are made exclusively of Bakelite Corporation's 12-gauge vinyl film, and come with specially designed smooth seams and safe tuck-a-way valves.



1. Sun Rubber's DONALD DUCK Roadster

2 Rainford's Inflatable MICKEY MOUSE

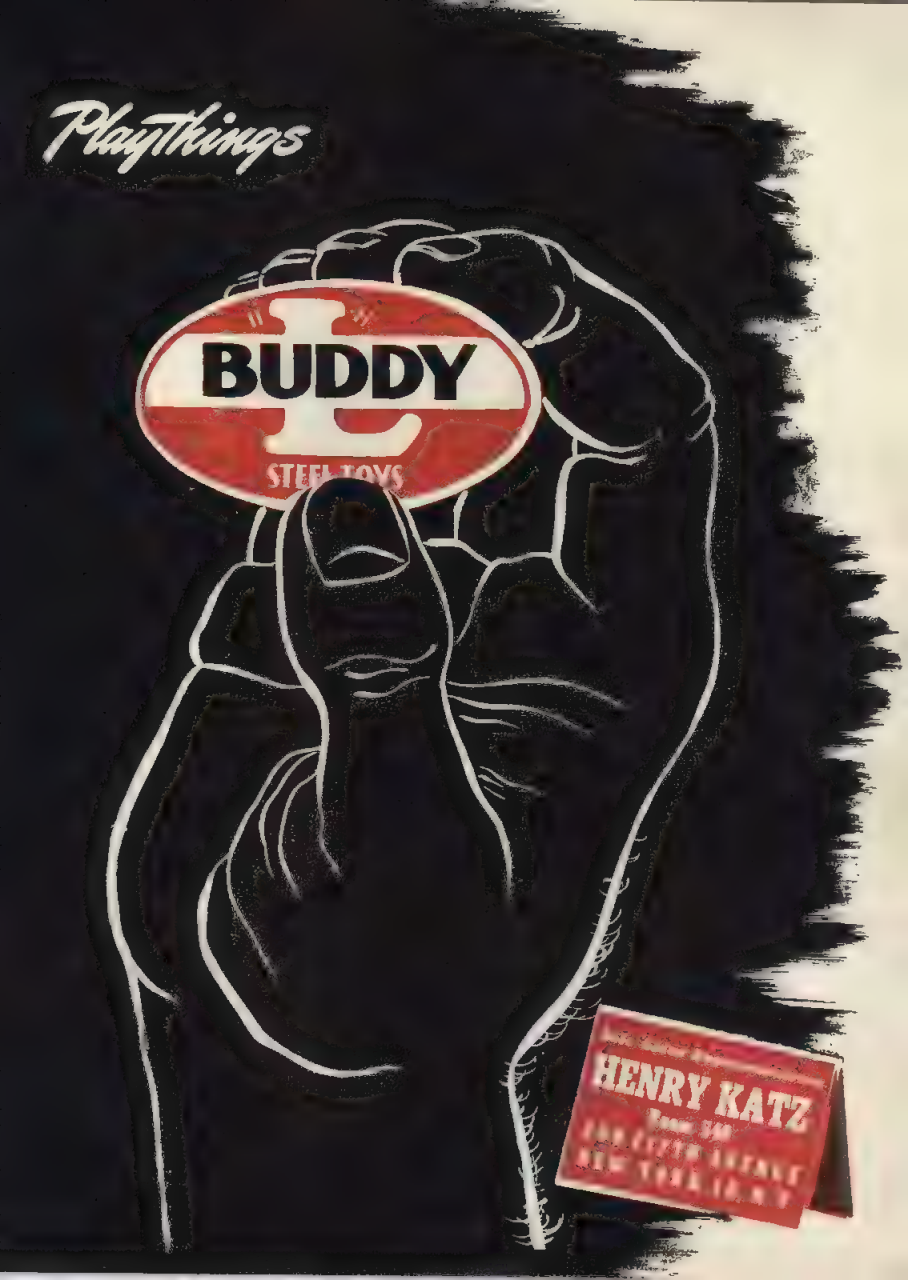
3. Louis Marx' Roll-over PLUTO

4 Gund's BONGO

5. Fisher-Price's DONALD DUCK Pull Toy

Pictured here are a few highlights of this year's Disney toy collection. Buyers and jobbers may obtain reference copies of the recently published Walt Disney Character Merchandise Catalogue for 1947-1948, containing a complete roster of Disney toy names, at the Kay Kamen Ltd. office, 1270 Avenue of the Americas, New York 20, N. Y.

America's Finest
BUDDY
WOOD TOYS
HENRY KATZ


Playthings
BUDDY
STEEL TOYS
HENRY KATZ

DAISY TARGETEER
AIR PISTOL OUTFIT

READY
FOR ADULTS AND CHILDREN!

The famous DAISY TARGETEER —America's favorite *family* indoor fun gun before the war—is again ready to bring you profitable sales to sports-loving adults and children! Complete Targeteer Outfit has Air Pistol, targets, tube of 500 special .118 calibre shot, backstop—yet retails at only $2.95! Targeteer has the *feel* and *weight* of a real automatic. Long 10-inch barrel. Quality built of heavy-gauge steel, blued. Low muzzle velocity prevents indoor damage—yet shoots hard enough for accuracy up to 12 feet. Perfect for living-room "contests." Genuine Daisy quality—typical Daisy long-value retail price. See it at Toy Fair—ask your jobber.

RETAILS AT ONLY $2.95

NO. 118

NO. 118-S DAISY TARGETEER SHOT

Copper-plated, made especially for use in Daisy Targeteer Pistol 500 shot per tube. Retails per tube: 15c.

DAISY QUALITY PLAYTHINGS

NO. 72 SQUIRT-O-MATIC REPEATER
Pops automatically, squirts 6 shots of water. Two guns for price of one. Retails, 60c

NO. 71 WATER REPEATER
Pocket-size. Still retails at only 25c

NO. 81 AIR RIFLE TARGET RANGE
Brand NEW! 4-Way Target Action. Replaceable Backstop. Indoor or outdoor use. Ideal for use with Daisy Targeteer Air Pistol and all Daisy Air Rifles. Retails, $1.00

NO. U-238 ATOMIC PISTOL HOLSTER SET
New Low Retail Price, $1.59

NO. U-235 BUCK ROGERS ATOMIC PISTOL
Retails, $1.00

60th DAISY YEAR

NOTE! ALL Merchandise on this Page is OPEN TO ORDER—NOT ON ALLOTMENT!

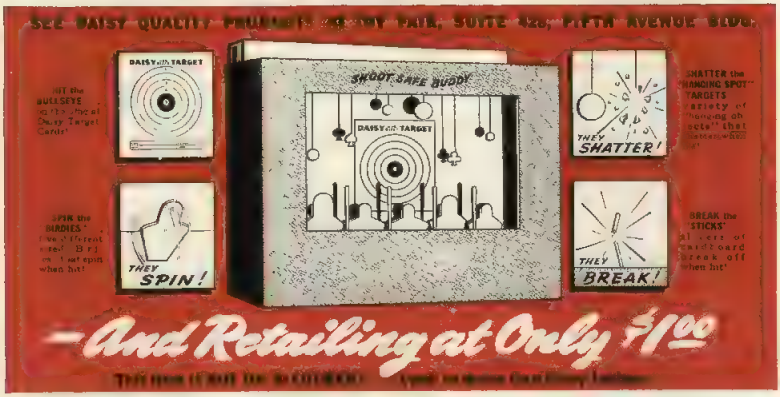
IT'S A DAISY

SEE DAISY PRODUCTS AT TOY FAIR, SUITE 428, Fifth Avenue Bldg.

DAISY MANUFACTURING COMPANY—PLYMOUTH, MICHIGAN

ANNOUNCING THE NEW DAISY AIR RIFLE TARGET RANGE

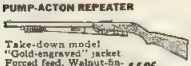
SEE DAISY QUALITY PRODUCTS AT TOY FAIR, SUITE 428, FIFTH AVENUE BLDG.



Daisy announces a new profit-maker for Daisy dealers—the brand-new Daisy Air Rifle TARGET RANGE! Durable, corrugated cardboard construction with replaceable backstop Handsomely decorated. *Amazing 4-way target ACTION!* For basement, attic, outdoor use. Every air rifle owner will want it NATIONALLY ADVERTISED. Also ideal as indoor Target Range with the famous Daisy Targeteer Air Pistol. Complete Range with 4-way action targets, Shooting Manual, Instruction Booklet, retails at only $1.00.

SELL THESE NATIONALLY ADVERTISED DAISYS.

NO. 25 DAISY PUMP-ACTON REPEATER

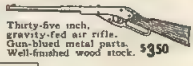


Take-down model "Gold-engraved" jacket. Forced feed. Walnut-finished pistol-grip stock. $6.95

NO. 181 JR. SHOOTER'S TARGET OUTFIT

Complete Beginners Outfit with genuine Daisy Single Shot Air Rifle, Target Range No. 81 (described above), Shooting Manual, Instruction Booklet, etc. $2.95

NO. 155 1000 SHOT REPEATER



Thirty-five inch, gravity-fed air rifle. Gun-blued metal parts. Well-finished wood stock. $3.50

NOTE! Each Daisy Rifle now packed in individual display carton with FREE tube Bulls Eye Shot Target Cards Safety League Button

NO. 111 1000 SHOT RED RYDER CARBINE

Real Western saddle gun style Lightning-Loader Largest selling air rifle in the world $4.75

60th DAISY YEAR

IT'S A DAISY

DAISY MANUFACTURING COMPANY—PLYMOUTH, MICHIGAN

FLIPP-O

A full 7" over-all, with each pistol packed separately in an attractive, 2-color Lithographed box. 72 pistols to shipping case. Weight 47 pounds.

CHECK THESE FAST-SELLING FEATURES

- ☆ Simple, easy loading mechanism.
- ☆ Plastic stocks for rich appearance.
- ☆ Makes a loud click even without caps.
- ☆ Die cast white metal case (no breakage).
- ☆ Cover enclosed caps making it absolutely harmless.
- ☆ Can Be Taken Apart and Put Together By Any Child.
- ☆ Used Parts Can Be Renewed for a Small Charge.
- ☆ Instructive as well as Amusing.
- ☆ A Revolutionary Advance in Manufacture of Automatic Toy Cap Pistols.

NOTICE:
Investigate your local ordinances and state laws before ordering.
We accept no responsibility as to legality.

Eagle Brand Roll Caps

250 Shots to Box
Packed 60 Boxes to Carton
12 Cartons to Case, Weight 14 lbs. per Case
24 Cartons to Case, Weight 28 lbs. per Case

New York Representative:
SAM WEISMAN
200 - 5th AVENUE BUILDING and HOTEL McALPIN

CALLEN MFG. CORP. Post Office Box 266 -:- MAYWOOD, ILLINOIS

The Walco line will continue to maintain its reputation of outstanding sales appeal with Craft Sets that are attractively packaged to get customer attention; expertly planned to promote and hold customer interest; and intelligently designed with practical materials to insure complete customer satisfaction.

Walco Craft Outfits sell 12 months a year, every year.

No carry-over, no mark-downs.

Arrange to carry a plentiful supply during 1948.

WALCO BEAD COMPANY

37 West 37th Street, New York 18, N. Y.

at the McAlpin, Room 571 & 573

KEEN SHOT

AUTOMATIC ACTION SINGLE SHOT TOY CAP PISTOL

SIMPLE • EASY OPERATION

Attractive Inlaid Colored Plastic Grips with Modeled Scout Head

MADE IN U. S. A.

DIE CAST
RUST PROOF!
UNBREAKABLE!
PRECISION BUILT!
GUN METAL FINISH!

EAGLE BRAND MAMMOTH SINGLE SHOT CAPS
96 SHOTS TO A BOX
60 BOXES TO CARTON.
24 CARTONS TO A CASE.
WEIGHT
25 LBS. PER CASE.

KEEN SHOT TOY CAP PISTOL PACKED INDIVIDUALLY IN ATTRACTIVE LITHOGRAPHED BOX. SIX DOZEN TO SHIPPING CARTON. WT., 37 LBS. PER CARTON.

G-BOY

RAPID FIRING METAL REPEATER

G-BOY FEATURES

- Die cast white metal case (no breakage)
- Steel mechanism for easy and lasting operation
- Plastic stocks for neat appearance
- Covers inclosed caps making it absolutely harmless
- Makes a loud click even without caps
- The gun toy that every boy is eager for

50 Shot Automatic—The most realistic toy pistol made. Silver or gun metal finish. Length overall 7 in. Each pistol packed in separate box. 12 pistols to shipping carton. Weight 40 lbs. Order promptly for immediate delivery.

NOTICE:
Investigate your local ordinances and state laws before ordering.
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CALLEN MFG. CORP. Post Office Box 266 -:- MAYWOOD, ILLINOIS

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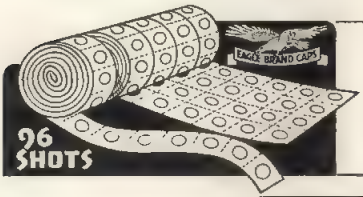

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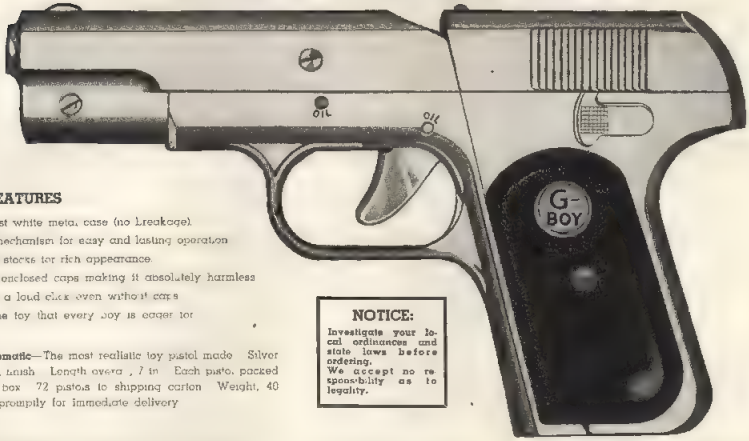
G-BOY

RAPID FIRING METAL REPEATER



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50 Shot Automatic—The most realistic toy pistol made. Silver or gun metal finish. Length overall 7 in. Each pistol packed in separate box. 72 pistols to shipping carton. Weight, 40 lbs. Order promptly for immediate delivery.

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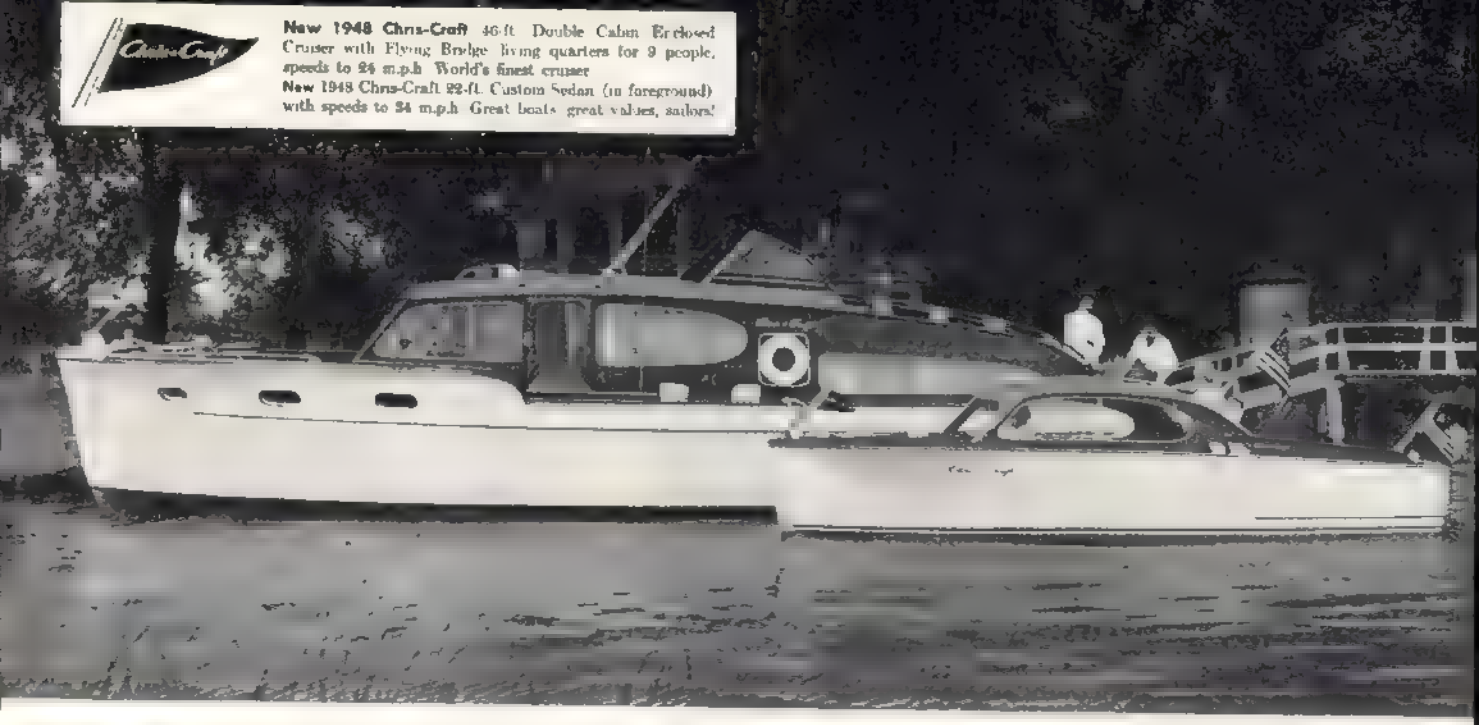
CALLEN MFG. CORP. Post Office Box 266 -:- MAYWOOD, ILLINOIS



New 1948 Chris-Craft 46-ft. Double Cabin Enclosed Cruiser with Flying Bridge living quarters for 9 people, speeds to 24 m.p.h. World's finest cruiser
New 1948 Chris-Craft 22-ft. Custom Sedan (in foreground) with speeds to 24 m.p.h. Great boats, great values, sailors!

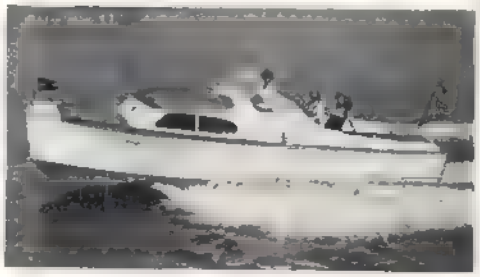
Make a date for '48

Cast off in a new Chris-Craft 16-ft. Special Runabout for 1948. World's lowest-priced quality runabout—speeds to 37 m.p.h.

Enjoy dream drives in this snappy 17-ft. De Luxe Runabout—popular boat—popular price—plenty of speed up to 40 m.p.h.).

Be there in a new 1948 Chris-Craft 20-ft. Custom Runabout, postwar design, a honey to handle, speeds to 30 m.p.h. Try it!

Fly over the waterways with this new 23-ft. Sportsman (speeds to 40 m.p.h.). Big carrying capacity. Comfort and class!



Meet "Miss Fast," world's lowest-priced express cruiser! Great boat for fun. Speeds to 32 m.p.h., 23-ft. overall, 2 berths.

Vacation in style in this new '48 Chris-Craft 25-ft. Express Cruiser. Swell sea boat with 2 berths forward, speeds to 30 m.p.h.

Get the feel of fine cruising in this popular design 27-ft. Super De Luxe Enclosed Cruiser with Dinette. Speeds to 22 m.p.h.

Treat yourself to fun in this '48 Chris-Craft 30-ft. Sedan Cruiser. New streamlined design—speeds to 24 m.p.h.

Follow the sun in a 38-ft. Double Cabin Enclosed Cruiser! Big deckhouse, living quarters for 6 people, speeds to 24 m.p.h.

New 1948 Chris-Craft 33-ft. De Luxe Enclosed Cruiser, a big new beauty with wide cruising radius and speeds to 24 m.p.h. Oceans of eye and buy appeal—snappers! **New** 19 ft. Racing Runabout with speeds to 45 m.p.h. (foreground). The world's lowest priced quality-built racer

with a Chris-Craft!

Look onward to fun in this new 1948 De Luxe Chris-Craft Utility speeds to 30 m.p.h. World's most popular low-priced boat.

Hitch your happiness to a new 18-ft. De Luxe Chris-Craft Utility. Big beamy boat. Loads of fun. Speeds to 34 m.p.h.

Take a tip from thousands of owners—buy a Chris-Craft 22-ft. Sportsman! Speeds to 33 m.p.h.—the finest utility afloat!

Cruise contentedly in a new Chris-Craft 34-ft. Express! Forward cockpit. Navy Top curtains (no extra cost), speeds to 28 m.p.h.

Thrill to new wonders in this Chris-Craft 26 foot Semi Enclosed Cruiser. Speeds to 32 m.p.h. Curtains form snug enclosure.

Picture yourself in this new 26 ft. Enclosed Cruiser with Dinette! Sleeps 4, big aft cockpit, speeds to 20 m.p.h.

Make a date with this swell seagoing 40-ft. Chris-Craft Double Cabin Enclosed Bridge Cruiser with speeds to 29 m.p.h.

SAILORS!

Make a date for '48 with a new Chris-Craft Runabout, Sportsman, Express Cruiser or Cruiser. Do it NOW! See a friendly Chris-Craft Dealer today. There's one in every important port in the world.

Command a NEW 1948

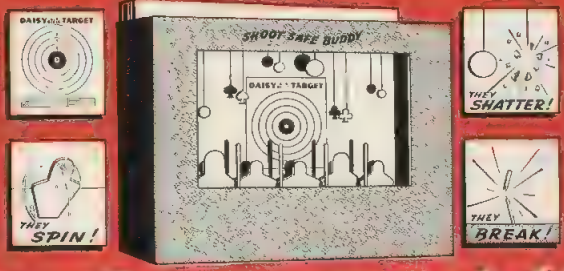
Chris★Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

ANNOUNCING THE NEW DAISY AIR RIFLE TARGET RANGE

SEE DAISY QUALITY PRODUCTS AT TOY FAIR, SUITE 428, FIFTH AVENUE BLDG.



HIT the BULLSEYE in the oil can Daisy Target Cards!

SPIN the "BIRDIES" five different [illegible] that spin when hit!

SHATTER the "HANGING SPOT" TARGETS variety of "hanging objects" that shatter when hit!

BREAK the "STICKS" [illegible] of cardboard break off when hit!

—And Retailing at Only $1.00

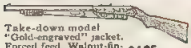
This item is NOT ON ALLOTMENT — Open to order thru Daisy Jobbers . . .

Daisy announces a new profit-maker for Daisy dealers—the brand-new Daisy Air Rifle TARGET RANGE! Durable, corrugated cardboard construction with replaceable backstop Handsomely decorated *Amazing 4-way target ACTION!* For basement, attic, outdoor use. Every air rifle owner will want it. NATIONALLY ADVERTISED. Also ideal as indoor Target Range with the famous Daisy Targeteer Air Pistol. Complete Range with 4-way action targets. Shooting Manual, Instruction Booklet, retails at only $1.00.

SELL THESE NATIONALLY ADVERTISED DAISYS:

Still by ALLOTMENT ONLY but becoming a little more plentiful . . . thru Daisy Jobbers

NO. 25 DAISY PUMP-ACTON REPEATER

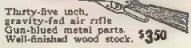


Take-down model "Gold-engraved" jacket. Forced feed Walnut-finished pistol-grip stock. $6.95

NO. 181 JR. SHOOTER'S TARGET OUTFIT

Complete Beginners Outfit with genuine Daisy Single Shot Air Rifle, Target Range No. 81 (described above), Shooting Manual, Instruction Booklet, etc. $2.95

NO. 155 1000 SHOT REPEATER



Thirty-five inch, gravity-fed air rifle Gun-blued metal parts. Well-finished wood stock. $3.50

NOTE! Each Daisy Rifle now packed in individual display carton with FREE tube Bulls Eye Shot Target Cards, Safety League Button.

NO. 111 1000 SHOT RED RYDER CARBINE

Real Western saddle gun style. Lightning-Loader. Largest selling air rifle in the world. $4.75

60th DAISY YEAR

IT'S A DAISY

DAISY MANUFACTURING COMPANY—PLYMOUTH, MICHIGAN

Shoot Daisy Bulls Eye B-B Shot [illegible] and BEST for Daisy B-B Air Rifles

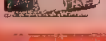
DAISY TARGETEER
AIR PISTOL OUTFIT

READY
FOR ADULTS AND CHILDREN!

The famous DAISY TARGETEER —America's favorite *family* indoor fun gun before the war—is again ready to bring you profitable sales to sports-loving adults and children! Complete Targeteer Outfit has Air Pistol, targets, tube of 500 special .118 calibre shot, backstop—yet retails at only $2.95! Targeteer has the *feel* and *weight* of a real automatic. Long 10-inch barrel. Quality built of heavy-gauge steel, blued. Low muzzle velocity prevents indoor damage—yet shoots hard enough for accuracy up to 12 feet. Perfect for living-room "contests." Genuine Daisy quality—typical Daisy long-value retail price. See it at Toy Fair—ask your jobber.

RETAILS AT ONLY $2.95

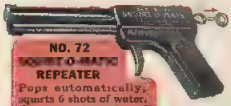
NO. 118 [illegible] TARGETEER SHOT



Copper plated, made especially for use in Daisy Targeteer Pistol 500 shot per tube. Retails per tube 15c.

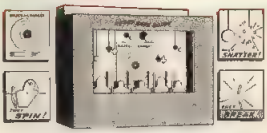
NO. 118

DAISY QUALITY PLAYTHINGS



NO. 72 WONDER-MATIC REPEATER
Pops automatically, squirts 6 shots of water. Two guns for price of one. Retails, 69c

NO. 71 WATER PISTOL
Pocket size. Still retails at only 25c



NO. 81 AIR RIFLE TARGET RANGE
Brand NEW! 4-Way Target Action. Replaceable Backstop. Indoor or outdoor use. Ideal for use with Daisy Targeteer Air Pistol and all Daisy Air Rifles. Retails, $1.00

NO. U-236 ATOMIC PISTOL HOLSTER SET
New Low Retail Price, $1.59

NO. U-235 BUCK ROGERS ATOMIC PISTOL
Retails, $1.00

60th DAISY YEAR

NOTE! ALL Merchandise on this Page is OPEN TO ORDER—NOT ON ALLOTMENT!

IT'S A DAISY

SEE DAISY PRODUCTS AT TOY FAIR, SUITE 428, Fifth Avenue Bldg.

DAISY MANUFACTURING COMPANY—PLYMOUTH, MICHIGAN

The
EASTERN RUBBER
Specialties Company
offers
America's
FASTEST SELLING LINE
of popular priced
Children's and Infants'
Zephyr Weight
HARMLESS
Latex
RUBBER TOYS

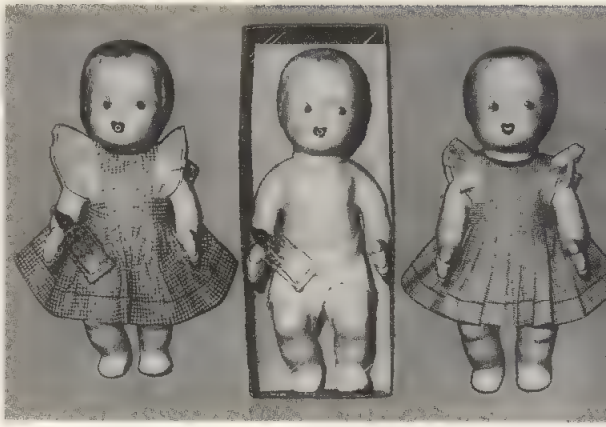
•

"Eastern Rubber" Latex Rubber Toys have the strength, resiliency and other good qualities of molded rubber products, PLUS!—They are lighter in weight and have a smoother, finer texture and finish. Our patented, aluminum whistles are rust-proof; safe!—They're crimped into the toy and will not pull out. Only harmless, long wearing, flexible rubber coloring used throughout. All of our toys are sanitary wrapped; transparent packed.

•

Cash-in on the tremendous demand for these featherweight, hollow, durable, low-priced — *Latex Rubber Toys!*

ORDER NOW — TODAY!



No. 105
"DRINK AND WET"
Retails at $1.98

Children love to play "ma-ma" with this 10-inch stylishly dressed all Latex rubber doll. They love to "nurse" baby; wash and change the diaper; clean the nipple and refill the bottle! — Our fastest selling number.

No. 102
"DRINK AND WET"
Retails at $1.25

Same as No. 105, without dress. It is shown in the completely transparent "window-front" display box in which this group is furnished. No hands touch "Eastern Rubber" products — they're sanitary-packed.

No. 110
"WHISTLE BABY"
Retails at $1.98

"Whistle Baby" is made exact like the No 105 and 102 "Dri and Wet" Dolls, but does n "nurse." Furnished with loud rus proof whistle 10" high. Com dressed as illustrated; with di per and safety pin.

ABOVE DOLLS ARE 10" HIGH — EACH PACKED IN INDIVIDUAL "WINDOW-FRONT" DISPLAY BOXE
MINIMUM SHIPMENT: ONE DOZ. EACH — Shipping weight, one dozen carton: 9 lbs.

- **PAINTED EYES AND DECORATIONS**
- **SANITARY PACKED IN TRANSPARENT DISPLAY BOXES**
- **HARMLESS, HOLLOW CONSTRUCTION**

"SU-ZEE" WHISTLES
Retails at 75¢

"SU-ZEE stands 7" high, and is our most popular number — for infants and children not old enough to understand the "mother instincts." Non-injurious colors; hollow construction zephyr weight. Furnished with very large and very loud rustproof aluminum whistle. Packed in attractive display box.

MINIMUM SHIPMENT: ONE DOZEN
Shipping weight, one dozen carton: 5 lbs.

The Eastern Rubber Specialties Company ● 7 Madison Street, South Norwalk, Conn.

The

SECRET WILL BE OUT!

"EASTERN'S" new numbers are **NOW READY!**

See them in

Room

745

Hotel McAlpin

TOY FAIR

Mr. Sylvan Kahn in attendance

The

EASTERN RUBBER

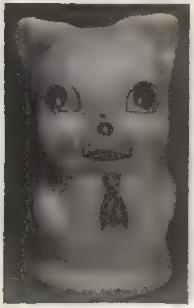
Specialties Company

7 MADISON STREET

SOUTH NORWALK, CONN.

This Group Retails at 25c each

No. 25C — CAT
Height: 4½ inches



No. 25D — DOG
Height: 4½ inches

No. 25R — RABBIT
Height: 4½ inches

MINIMUM SHIPMENT — 6 DOZ. — ASSORTED OR INDIVIDUALLY
Shipping weight: 6 dozen carton: 11 lbs.

- **VERY LOUD WHISTLE NOISE AT THE SLIGHTEST TOUCH**
- **DESIGNED BY AMERICA'S LEADING AUTHORITY ON SCULPTURED PLAYTHINGS**
- **NON-INJURIOUS PAINTED EYES AND DECORATIONS THROUGHOUT**

All our Latex Animals are cellophane wrapped as shown in the illustration below. No hands touch "Eastern Rubber" toys after leaving the factory!

No. 42P — PIG
Shown in Cellophane Wrapper

JUMBO-SIZE "WHISTLE" ANIMALS

To Retail at 39c Each

MINIMUM SHIPMENT: 2 DOZ. EACH — Carton weight: 5 lbs.

No. 42P — PIG
Height: 6 inches

No. 42E — ELEPHANT
Height: 6 inches

The
EASTERN RUBBER
Specialties Company
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America's
FASTEST SELLING LINE
of popular priced
Children's and Infants'
Zephyr Weight

HARMLESS
Latex
RUBBER TOYS

•

"Eastern Rubber" Latex Rubber Toys have the strength, resiliency and other good qualities of molded rubber products. PLUS!—They are lighter in weight and have a smoother, finer texture and finish. Our patented, aluminum whistles are rust-proof; safe!—They're crimped into the toy and will not pull out. Only harmless, long wearing, flexible rubber coloring used throughout. All of our toys are sanitary wrapped; transparent packed.

•

Cash-in on the tremendous demand for these featherweight, hollow, durable, low-priced — *Latex Rubber Toys!*

ORDER NOW — TODAY!

No. 105
"DRINK AND WET"
Retails at $1.98

Children love to play "ma-ma" with this 10-inch stylishly dressed all Latex rubber doll. They love to "nurse" baby; wash and change the diaper clear the nipple and refill the bottle! — Our fastest selling number.

No. 102
"DRINK AND WET"
Retails at $1.25

Same as No. 105, without dress. It is shown in the completely transparent "window-front" display box in which this group is furnished. No hands touch "Eastern Rubber" products — they're sanitary-packed.

No. 110
"WHISTLE BABY"
Retails at $1.98

Whistle Baby" is made exactly like the No. 105 and 102 "Drink and Wet" Dolls, but does not "nurse." Furnished with loud rustproof whistle. 10" high. Comes dressed as illustrated; with diaper and safety pin.

ABOVE DOLLS ARE 10" HIGH — EACH PACKED IN INDIVIDUAL "WINDOW FRONT" DISPLAY BOXES.
MINIMUM SHIPMENT: ONE DOZ. EACH — Shipping weight, one dozen carton: 9 lbs.

- **PAINTED EYES AND DECORATIONS**
- **SANITARY PACKED IN TRANSPARENT DISPLAY BOXES**
- **HARMLESS, HOLLOW CONSTRUCTION**

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MINIMUM SHIPMENT: ONE DOZEN
Shipping weight, one dozen carton: 5 lbs.

The Eastern Rubber Specialties Company ● 7 Madison Street, South Norwalk, Conn.

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WILL BE OUT!

"EASTERN'S"
new numbers are
NOW READY!

See them in
Room
745
Hotel McAlpin
TOY FAIR

Mr. Sylvan Kahn in attendance

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EASTERN RUBBER
Specialties Company
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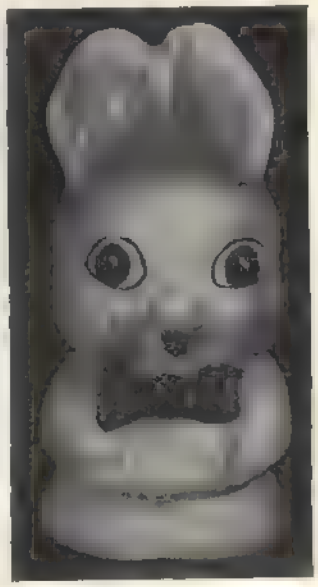
SOUTH NORWALK, CONN.

This Group Retails at 25c each

No. 25C — CAT
Height: 4½ inches

No. 25D — DOG
Height: 4½ inches



No. 25R — RABBIT
Height: 4½ inches

MINIMUM SHIPMENT — 6 DOZ. — ASSORTED OR INDIVIDUALLY
Shipping weight, 6 dozen carton 11 lbs.

- **VERY LOUD WHISTLE NOISE AT THE SLIGHTEST TOUCH**
- **DESIGNED BY AMERICA'S LEADING AUTHORITY ON SCULPTURED PLAYTHINGS**
- **NON-INJURIOUS PAINTED EYES AND DECORATIONS THROUGHOUT**

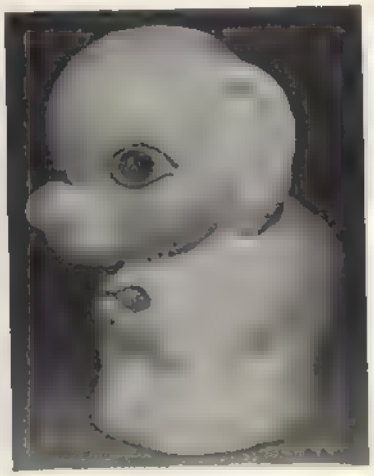
All our Latex Animals are cellophane wrapped as shown in the illustration below. No hands touch "Eastern Rubber" toys after leaving the factory!

No. 42P — PIG
Shown in Cellophane Wrapper

JUMBO-SIZE "WHISTLE" ANIMALS
To Retail at 39c Each

MINIMUM SHIPMENT 2 DOZ. EACH — Carton weight 5 lbs.

No. 42P — PIG
Height: 6 inches



No. 42E — ELEPHANT
Height: 6 inches

Prize Package

EXCLUSIVELY EFFANBEE

only

DY-DEE

blows

bubbles

and

now Dy-Dee can cry, too!

Dy-Dee is the doll that does everything—that's why little girls want and *insist* on Dy-Dee. Dy-Dee is available for immediate delivery in all sizes and styles. But please—get *your* order in now!

Dy-Dee Can Be Bathed

Dy-Dee Drinks
Dy-Dee Blows Bubbles
Dy-Dee Sleeps in any position
Dy-Dee Cries
Dy-Dee Has Individual Layettes

The wise old stork says:

I get more calls for Dy-Dee than any other doll!

of the Year!

EFFANBEE DURABLE DOLLS

ANOTHER EFFANBEE EXCLUSIVE

lovely

LITTLE LADY

in a gown

of pure

magic

You can't go wrong when you sell the *best*—and EFFANBEE has always meant the finest *quality* in dolls. The new line, with the new "EFFANBEE look", is no exception. Every one is *made* well and *styled* well to *sell* well!

EFFANBEE
Dolls

EFFANBEE MEANS "FINEST AND BEST"
200 Fifth Avenue, New York, N. Y.

ANOTHER FINE NOMA PRODUCT

The Wise Old Stork says:

"I get more calls for Dy-Dee than any other doll!"

—only Dy-Dee blows Bubbles!

Dy-Dee Drinks

Dy-Dee drinks water from her own bottle or spoon

Ask any little girl—the doll that blows bubbles offers more play value, more realism, more *fun*. That's why they demand Dy-Dee, the doll that does everything.

Available for immediate delivery in all styles.

Dy-Dee Wets

Dy-Dee's patented valve system is realistic, foolproof

Dy-Dee Sleeps!

Dy-Dee's eyes can be opened or closed in any position—a quality feature

Dy-Dee Ha Layette

All especia styled fo her

Dy-Dee Can Be Bathed!

Soap and water won't harm her lifelike skin and Dy-Dee has her own "Bathinette"!

EFFANBEE

EFFANBEE means *"Finest and Best"*

and there's only one Dy-Dee and that's made by EFFANBEE*

EVERY LITTLE GIRL—and lots of big ones—wants Dy-Dee. And *only* Dy-Dee will do. For Dy-Dee alone has *all* the features that have made this the number 1 doll of America, year in and year out.

YOUR CUSTOMERS know the difference. They look for and want Dy-Dee's soft, lifelike skin . . . the realistic wetting action you get only with Dy-Dee's ingenious valve arrangement . . . eyes that can be opened or closed in any position . . . and *bubbles*—they *must* have the doll that blows bubbles. Dy-Dee is *quality*.

See the complete 1948
EFFANBEE LINE
at the
Toy Fair
SHOWROOM:
200 Fifth Ave.
Building

Dolls

ANOTHER FINE NOMA PRODUCT

The Wise Old Stork says:

"I get more calls for Dy-Dee than any other doll!"

—only Dy-Dee blows Bubbles!

Dy-Dee Drinks

Dy-Dee drinks water from her own bottle or spoon

Ask any little girl—the doll that blows bubbles offers more play value, more realism, more *fun*.

That's why they demand Dy-Dee, the doll that does everything.

Available for immediate delivery in all styles.

Dy-Dee Wets

Dy-Dee's patented valve system is realistic, foolproof

Dy-Dee Sleeps!

Dy-Dee's eyes can be opened or closed in any position — a quality feature

Dy-Dee Has Layettes!

All especially styled for her

Dy-Dee Can Be Bathed!

Soap and water won't harm her lifelike skin and Dy-Dee has her own "Bathinette"!

EFFANBEE

EFFANBEE means "Finest and Best"

and there's only one Dy-Dee and that's made by EFFANBEE*

EVERY LITTLE GIRL—and lots of big ones—wants Dy-Dee. And *only* Dy-Dee will do. For Dy-Dee alone has *all* the features that have made this the number 1 doll of America, year in and year out.

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See the complete 1948
EFFANBEE LINE
at the
Toy Fair
SHOWROOM:
200 Fifth Ave.
Building

Dolls

ANOTHER FINE NOMA PRODUCT

FAIRFORM FLYER

WILL YOU PAY
ONE QUARTER MORE FOR THREE
TIMES AS MUCH BOAT?

As a matter of sound investment, if you contemplate acquiring a cruiser, send for our Bulletin CC on comparative costs.

Sold direct to the owner, with all the value put into the boat, the constantly expanding Fairform Flyer Fleet is owned from Boothbay to Brisbane by distinguished and well satisfied yachtsmen. Her useful life is evidenced by our earliest boats still in service in their 20th year. During this time and through some four million miles of operation, no Fairform Flyer equipped with the Fairform Safety System has ever had fire or explosion. She is the Safest Vehicle Known to Man.

She has weathered hurricanes when boats all around her have perished. Because of her stability, seasickness is unknown aboard. Livability arises from infinite attention to the details of comfort. And she is the fastest seagoing yacht in the world.

Because of her excellence, first cost is higher but because of her lower operating and upkeep costs, and far longer useful life, she is the cheapest boat to own and run. Last year we delivered a larger fleet of diesel yachts than ever before produced by *any* builder, in *any* year —— and an equally large fleet of Chrysler powered boats.

Come South this winter. Visit the Florida Marina.
View the Fairform Flyer in the flesh.

HUCKINS YACHT CORPORATION, FLORIDA MARINA
P. O. Box 6336 Jacksonville, Florida

Very prompt action is necessary if you want one for next summer.

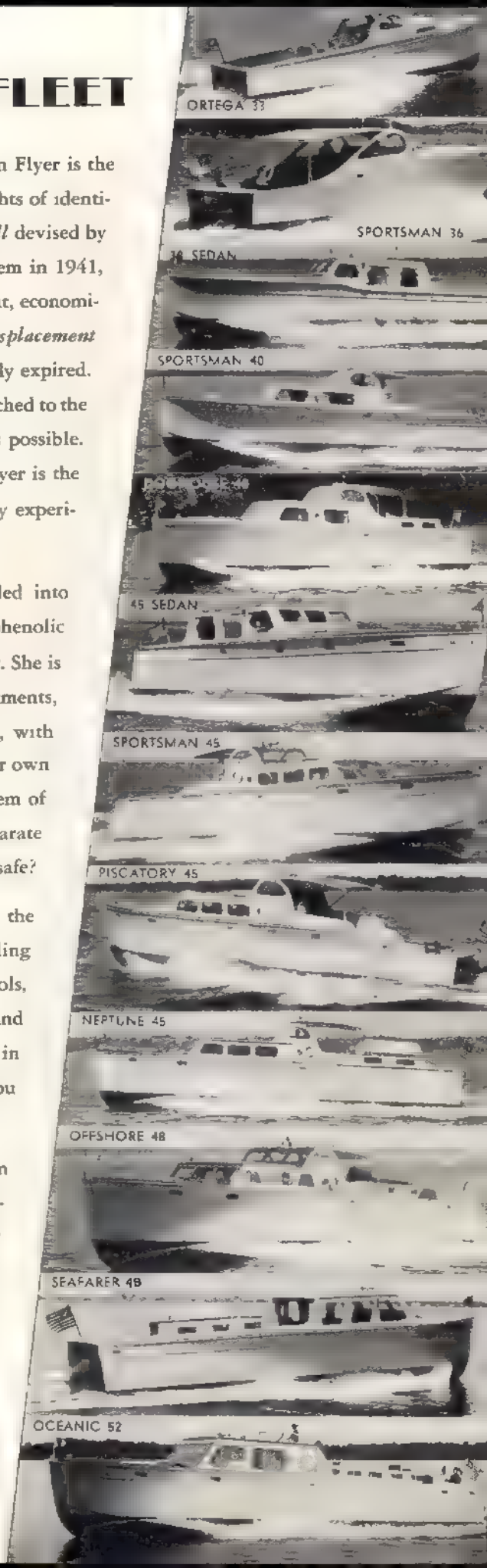
The FAIRFORM FLYER FLEET

Far from being an *all-new* postwar brainchild, the Fairform Flyer is the mature progeny of a long-established family of *planing* yachts of identical character. Her non-pounding seagoing *Quadraconic Hull* devised by Huckins research in the 1920s, solving the PT Boat Problem in 1941, continues unchanged in form or formulae —— most buoyant, economically propelled and fastest motor yacht hull extant. No *displacement* hull can compete; five builders of such boats having recently expired. As the price of survival, our most able competitors have switched to the planing boat, imitating the Quadraconic Hull as closely as possible. We wish them well. But bear in mind that the Fairform Flyer is the sole planing cruiser with long experience behind her. Why experiment with anything immature?

Her hull is triple, diagonal planked of mahogany, bonded into enduring and leakless unity by means of hot-polymerized phenolic resin, and with the Laminated Keel of Huckins basic patent. She is subdivided by numerous bulkheads into Watertight Compartments, making her apparently unsinkable. Fuel Tanks of Monel, with Fairform Fuel Induction System, are sequestered within their own watertight compartments. Engines, with the Fairform System of Thermo-Siphon Ventilation, are installed within *their* separate watertight compartments. Can you afford to own a boat less safe?

Many instruments such as the Fairform Fuel Leak Alarm, the Fairform Automatic Synchronizer and the Fairform Recording Log; most apparatus such as the Fairform Precision Controls, Fairform Electric Toilet and Fairform Electric Pumps, and nearly all fittings are from our own design, manufactured in our own plant, designed for the specific purpose. Can you match such things in any other boat?

The Fairform Flyer Fleet consists in sixteen standard twin screw models of lengths from 33 to 100 feet, covering all requirements from fishing to year-around living aboard. They are far less costly than any *custom* boat, free from the hazards of untried design. They are superior to all *stock* boats, in every way. They are within the reach of any successful man. Ask for our brochure if interested.



horsman

don't miss seeing . . . **softee**

nearest human in

appearance, feel

and texture

america's newest and most life-like dolls

horsman dolls, inc.

200 fifth avenue

new york 10, n. y.

factory: trenton, new jersey

telephone GR 5-2686

dolls

horsman

see *our new, complete selection of the most attractive and finest values in*

america's best-known and best-loved dolls

horsman dolls, inc.

200 fifth avenue — new york 10, n. y.

factory: trenton, new jersey — telephone GR 5-2686

dolls

Midget
Imperial Crown
TOY CORP.
California Office: Leo Sherman, 315 W. 9th Street, Los Angeles 15, Calif.

SHE'S THE DARLING OF ALL AMERICA

Midge THE PERFECT DOLL !

- Pure, durable 100% natural rubber latex
- Stuffed with Foam Rubber
- Trained Drinking-Wetting Feature
- Unbreakable Plastic Head
- Movable legs, arms and eyes
- Expertly molded features
- Each Doll individually and attractively boxed

SEE YOU AT THE TOY FAIR

Hotel McAlpin
Room 1154
David Bieler
Jerry Hamburger

1107 Broadway
Room 405
Arthur Perlmutter
Ed Vogt

Imperial Crown

TOY CORP.

SHOWROOM: 1107 BROADWAY, N. Y. FACTORY: BROOKLYN, N. Y.
California Office: Lee Sherman, 315 W. 9th Street, Los Angeles 15, Calif.

NU-TONE DOOR CHIMES

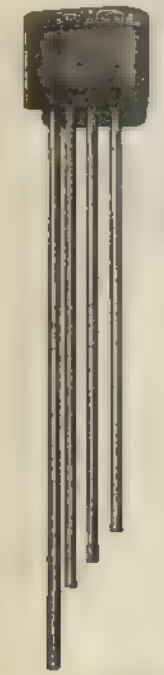
JEFFERSON

Colonial Hall Clock and 8-note Westminster door chime. Hand-rubbed mahogany-veneer case. Both chime and self-starting Telechron electric clock operates on 20V transformer which is included. Satin brass dial matches the four 1⅛-inch brass tubes. Selector switch to sound four or eight Westminster notes for front door, and one note for rear door. Radio-type volume control, plus additional volume adjustment bracket for each tube.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-46	10¾	61¾	18¾	(F)$69.95

One in a standard package

CENTURY



Modern Hall Clock and 8-note Westminster door chime. Hand-rubbed Walnut-veneer cover, built by leading cabinet maker. Both chime and self-starting Telechron electric clock operates on 20V transformer which is included. Four 1⅛-inch brass tubes, and selector switch to sound either four or eight notes for front door, one note for rear door. Radio-type volume control, plus additional volume adjustment bracket for each tube.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-48	10½	57⅛	15¾	(F)$59.95

One in a standard package

MAJESTIC

Ivory plastic cover with satin brass trim to match four 1⅛ inch satin brass tubes. Indirect 28 volt night light at top of chime. Contains Telechron motor with selector switch to sound four or eight Westminster notes for front door, one note for rear door. Radio-type volume control, plus additional volume adjustment bracket for each tube. Complete with 20V transformer.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-44	11⅝	53¾	15	(F)$39.95

One in a standard package

CONTINENTAL

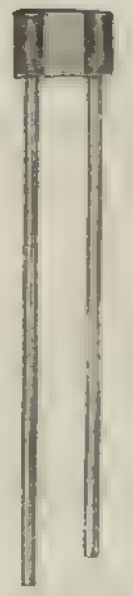
Ivory plastic cover with satin brass trim, with three long brass tubes. Power unit with finger-tip volume adjustment on each tube. Two notes, front door—one note, rear door.

No	Width ins	Ht. ins	Wt. each lbs.	Each
K-32	7¾	42	6	(F)$12.95

Six in a standard package

(F) Fair Traded

SUPERTONE



Ivory plastic cover with radio-type woven brass grill. Two brass tubes. Two notes, front door—one note, rear door. Noiseless power unit, with finger-tip volume adjustment on each tube.

No.	Width ins.	Depth ins.	Wt. each lbs.	Each
K-30	7½	3	5⅝	(F)$10.95

Six in a standard package

REGAL

Ivory plastic cover, with hammered brass decoration, and two long, brushed brass tubes. Noiseless power unit, and finger-tip volume adjustment on each tube. Two notes, front door—one note, rear door.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-27	7⅞	39⅞	4¾	(F)$8.95

Six in a standard package

NU-TONE DOOR CHIMES

SYMPHONIC

Walnut finish cover, satin brass resonator tubes, brass gallery decoration. Special brass alloy tone bars. Westminster chime, with selector switch for four or eight notes as desired. Eight notes, front door—one note, rear door. Radio type volume control Complete with 20V transformer.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-40	8	14	9⅝	(F)$29.95

One in a standard package

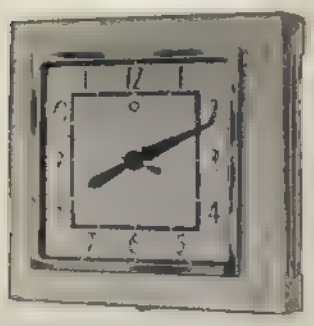
WALDORF

Rich mahogany finish cover with satin brass tubes. Westminster chime, 4 notes for front door, 2 notes for rear door. Powered by Telechron motor. Complete with 20-volt transformer.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-39	7½	10⅝	4½	(F)$22.95

Three in a standard package

TIME CHIME



Combination 2-door chime and Telechron electric clock. White and chrome, 6⅝ inch square dial with chrome trim in 9-inch square white enamel cover. Self-starting clock operates on 115-volt AC, door chime on chime transformer. Two notes, front door—one note, rear door.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-38	9	9	5⅞	(F)$14.95

Six in a standard package

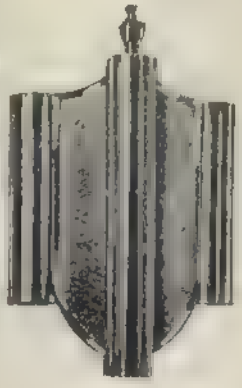
JEWEL

Colonial chime, with cover cast in one piece. Satin-brass finish with polished edges. New noiseless power unit. Two notes, front door—one note, rear door.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-22	7	9	4½	(F)$9.95

Six in a standard package

MT. VERNON



Colonial design, reproduced in hammered brass. Sounds two notes for front door, one for rear door.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-20	7	11⅝	3	(F)$8.95

Six in a standard package

DE LUXE

Ivory enamel cover with brass tubes and trim, or white with chrome tubes and trim. Short tubes Two notes, front door — one note, rear door.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-24	7½	12⅝	2⅝	(F)$6.95

Six in a standard package

(F) Fair Traded

REPEAT-A-TONE

"Commander" design in white and chrome or ivory and brass, with 3-purpose chime. Chimes (1) continuous sounding melody; (2) two notes, and (3) one note. Adjustable volume control.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-16-R	7	6⅝	2¾	(F)$6.95

Six in a standard package

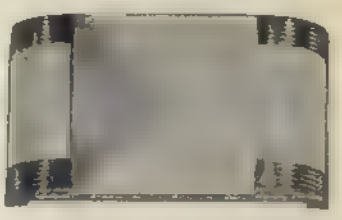
COMMANDER

Designed in plastic, Ivory with satin brass tubes and trim, or White with chrome. Two notes for front door, one for rear.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-16	7	6⅝	2¼	(F)$5.95

Six in a standard package

SKYLINE



White and chrome, or Ivory and brass, with matching plastic shield for either top or bottom tone bar. All plastic chime with built-in double resonators. Two notes, front door—one note, rear door.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
K-14	7⅝	4⅝	1⅝	(F)$5.50

Six in a standard package

SEE

SAYCO

INTRODUCING

*Tubby Skintex**

SAYCO DOLL CORPORATION

DOLLS

PLASTIC BABIES
SKINTEX* BABIES
WETTING BABIES

and

As always, a top quality new line of Baby Dolls, Mama Dolls, Composition and Plastic Girl Dolls.

AT OUR TOY FAIR DISPLAY
OTEL McALPIN—Rooms 968-970-972
Gene Roth • Walter Schoen • I. Schoen

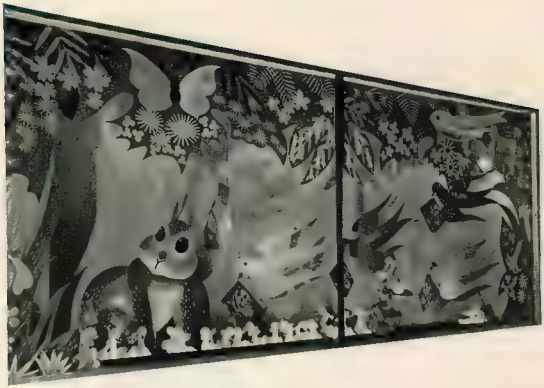
*Registered Trade Mark

factory 9-11 Desbrosses Street, New York, N. Y.

Stuffed Toys were featured in a beautiful Fairyland Display

Easter at F. A. O. Schwarz

Easter Windows at F. A. O. Schwarz had real Storybook Appeal



Easter at F. A. O. Schwarz

Ford's out Front with

"The Car of the Year!"

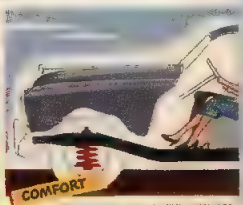
THE ONE AND ONLY NEW CAR IN ITS FIELD

SAFETY

59% more rigid "Lifeguard" Body. New lower box-section frame with five cross-members. The new lower center of gravity gives better roadability, greater safety and holds the car on an even keel on all kinds of roads.

New "Picture Window" Visibility all around. The windshield alone is almost a whole square foot bigger. Actually there's more than 20 sq. ft. of window area in the new Ford. You can really see out of the new Ford!

Larger, 35% Easier King-Size Brakes. Brakes that stop at a tip-toe touch, because built-in "Magic Action" uses forward momentum of the car for more stopping power—a real blessing, especially in heavy traffic!



COMFORT

YOU RIDE BETWEEN THE WHEELS!

• You get a "Mid Ship" Ride in the level center section of the '49 Ford, where the going's smoothest. Plenty of hip and shoulder room for six big people on new sofa-wide seats!

CHOICE OF COLOR

Hard Tops
1. BLACK
2. COLONY BLUE
3. SKYVIEW BLUE
4. SEA MIST GREEN
5. ARABIAN GREEN
6. HIGHLAND MAROON
7. BIRCH GREY
8. GUNMETAL GREY

Convertibles
9. FIRE RED
10. MIAMI CREAM

BEAUTY

New low silhouette beauty. Inside and outside, the entire car is new—new all the way through. Much lower, yet there's still ample road clearance and head room. You'll love the new low look!

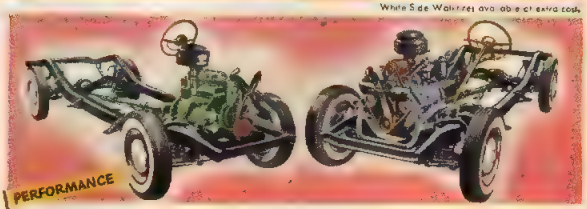
New beauty protection—side, front and rear. Extra-heavy, massive front and rear "Fender Guard" bumpers. A real help in tight spot parking! Handsome new "Body Guard" side rails, too!

10 new colors that stay new! Ford's own special enamels are baked on rustproofed steel to help keep that wonderful "Showroom Complexion" under all weather and climate conditions. In *ten* colors!

New "flight panel dash" . . . the instruments are compactly grouped around the speedometer for instant, easy visibility. To avoid glare, the instruments are "black lighted." It's the most practical instrument panel you ever saw!

White Side Wall tires available at extra cost.

• New "Hydra-Coil" Front Springs combine coil springing with double-action aircraft-type hydraulic shock absorbers. • New extra-long, extra-strong "Para-Flex" Rear Springs are built parallel to the new frame. • New "Magic Air" Temperature Control, optional at extra cost, gives you year 'round interior comfort!



YOUR CHOICE OF 2 NEW ENGINES . . . V-8 OR SIX

(100 H.P.) (95 H.P.)

New Overdrive optional at extra cost — New "Deep Breath" Manifolding

New Top-Side distributor mount — New Lubrication System

New "Equa-Flo" Cooling

57% more luggage space . . . You'll love all of the extra room in the new Ford "Deep Deck" Luggage Locker. In addition to the spare tire, you get 19 cubic feet of usable space—space you can really make good use of! That's plenty of space for the whole family's baggage!

More miles per gallon! . . . Yes, you can expect up to 10% better economy, thanks to new "Equa-Flo" Cooling, new lubrication system and "Deep Breath" Manifolding. The new Overdrive optional at extra cost is an automatic "fourth gear" that cuts engine speed 23%, saves about 15% of your gasoline at ordinary speeds, gives longer engine life.

TRI STATE TOYS

The Most Popular Place in Toy Town!

"CITY DEPOT"

The New, TRI-STATE, Streamlined BUS and TROLLEY CAR

Bound to be sensational! A super-streamlined bus and a dandy, sleek-looking trolley car with a newly developed, power-packed motor in an interchangeable chassis. Motor can be mounted in either bus or trolley car in two seconds. Bright, tough, all-plastic construction.

In appropriate, 2-color "depot" box. Suggested retail.. **1.49**

BUSINESS IS FINE... WITH THE TRI-STATE LINE!

Lucky Babe FEEDING DISH
Every child's favorite dinner plate. Molded in elephant shape. Hand painted. Retail **1.**

ANIMAL PARADE
6 perky little plastic animals attractively boxed. Retail, **.49** set

Sweetheart PICTURE FRAMES
Easel back in assorted styles and colors. For pictures and snap shots up to 1¾x1½". Retail **.10**

Luminescent PIN-UP GIRLS
Glow in the dark. Mounted on appropriately designed plaques. Retail **.25**

MEET US AT THE FAIR . . . ROOM 436, HOTEL McALPIN

TRI-STATE PLASTIC MOLDING CO.

HENDERSON, KENTUCKY New York Offices 12 E. 41st St. Murray Hill 3-6572

The "QUEEN FLEET"

A NEW, SWIFT-SELLING TRI-STATE PACKAGE!

Sturdy, All-Plastic, Watertight Construction

TRI STATE TOYS

INCLUDES

SURF-QUEEN

A fast, action-loaded speedboat. Propeller-driven. Sleek, snappy design. Deck and hull in bright, permanent, contrasting colors. 7 inches long. Factory tested.

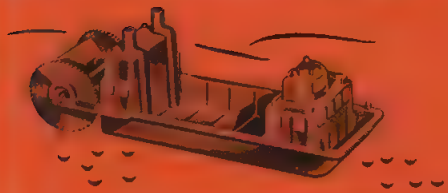
INCLUDES

JET-QUEEN

New, improved jet-action speedboat complete with a generous supply of powerful, propellant tablets. Scoots about tub or pond like magic! Deck and hull in bright, contrasting colors. 7 inches long. Harmless! No fire or flame.

Extra packages of jet-charges available to retail at 10¢.

INCLUDES



PADDLE-QUEEN

The authentic, *amphibious* river boat model. IN and OUT of water she runs along propelled by the churning stern wheel. Engineered in detail, the "PADDLE QUEEN" even provides a deck for stowing "cargo". Six inches long. Hand painted.

TRI-STATE PLASTIC MOLDING CO.

HENDERSON, KENTUCKY New York Offices 12 E. 41st St. Murray Hill 3-6572

See The "QUEEN FLEET" at the Toy Fair . . Room 436, Hotel McAlpin

IT'S FUNDERFUL

Another

SCOOPEROO!

from

PLAYMORE, INC.

A REAL FLICKER-CLICKER

SEE NEXT PAGE

KIDOUGH KNOCKOUT

MINNOW-PRICED WHALE-OF-A-VALUE

FILLUM FUN THEATRE

COMPLETE MOVIE HOUSE SET UP
ENABLES CHILD TO RUN HOME PICTURE SHOWS
A TOY JOY FOR YOUNGSTERS AND OLDSTERS

RETAILS AT ONLY
$1.98
Exclusive of batteries and extra films

UNIT INCLUDES

12 x 12 x 12 Fillum Fun Theatre
Removable Plastic Projector
2 Films each with 39 Frames

Loaded with Sure-Fire-Entertainment Box of 6 Extra Films Contains 6 Complete Stories

Retails at **$1.00**

EASY TO OPERATE

Automatic Projector changes
Picture with flick of thumb
Sets up in a jiffy
One piece cardboard construction
Uses 2 standard flashlight batteries

SMART STORES EVERYWHERE

Are Playing Up This Biggest Play Value of the Year

YOURS TO SELL and SELL and SELL

PLAYMORE, INC.

200 Fifth Avenue, New York 10, N. Y.

FISHER-PRICE TOYS

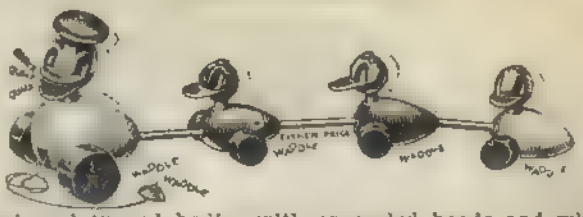
GALLOPING HORSE AND WAGON

Lithographed horse and wagon, with yellow enameled wheels Steel shafts and action wires. "Clip-clop" sound as head and front quarters bob up and down. Size 17x6x5 ¼ inches.

No	Weight per doz.	Per doz.
737	25 lbs.	$25.00

One in a box. One dozen in a carton

QUACKY FAMILY

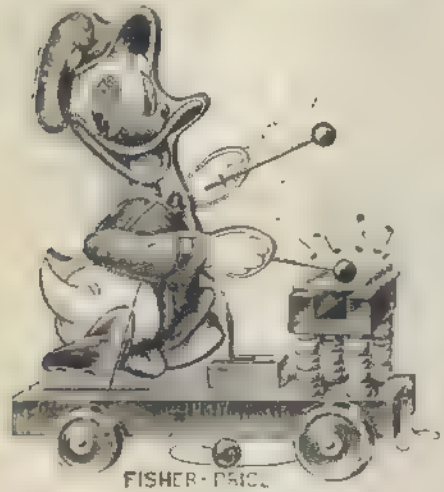


Hardwood turned bodies with enameled heads and wheels, and plastic beaks. Round metal connectors, and concealed voice on Mama Duck. Size: 13 ¾ x5x3 ½ inches

No	Weight per ctn.	Per doz
799	23 lbs	$17.50

One in a box Two dozen in a carton

DONALD DUCK XYLOPHONE



Solid wood, lithographed in 4 colors, with enameled wood base and wheels. Wooden hammers strike all seven nickel plated keys. Size: 13x11x6 inches.

No.	Wt. per doz.	Per doz.
177	38 lbs.	$38.40

One in a box. One dozen in a carton

ELSIE'S DAIRY TRUCK

Four-color lithographed solid wood truck and driver. Truck has picture of Elsie on panel, and carries two square milk bottles. Driver's arms move up and down and bang on nickel bell with wooden hammers. Size: 9 ¾ inches long, 6 ½ inches high and 4 ¼ inches wide.

No.	Wt. per ctn.	Per doz.
745	40 lbs	$17.50

One in a box. Two dozen in a carton

DONALD DUCK DRUM MAJOR

Four-color lithographed wood body, enameled base and wheels, with metal axles. Arms move up and down swinging baton, and concealed voice "quack-quacks." Size: 9x7 ½x4 ¼ inches.

No.	Wt. per ctn.	Per doz.
482	18 lbs.	$12.00

Six in a box. Two dozen in a carton

TEDDY XYLOPHONE

Wood body, lithographed in natural colors. Enameled wood wheels, base and platform. Wooden hammers strike all nickel plated keys. Size: 10 ½ x9x4 ⅜ inches.

No.	Wt. per ctn.	Per doz.
732	50 lbs.	$27.60

One in a box. Two dozen in a carton

MERRY MUTT

Solid wood, lithographed in color, with enameled wheels, base, and platform. Nickeled wires and nickeled steel xylophone keys 3 inches long. Wooden mallets play tune on keys. Size: 8x7 ½x4 inches.

No.	Wt. per doz.	Per doz.
473	11 lbs.	$12.40

Six in a box. Two dozen in a carton

DONALD DUCK DRUMMER

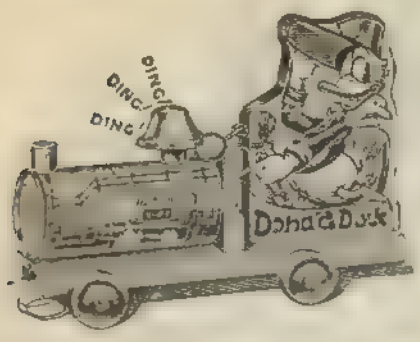
Colored lithographed wood figure, enameled wood base and wheels. Arms swing up and down and beat rhythm on drum. Size: 8x7 ½ x3 ¾ inches.

No.	Wt. per doz.	Per doz.
454	9 ½ lbs.	$12.00

Six in a box. Two dozen in a carton

FISHER-PRICE TOYS

DONALD DUCK CHOO-CHOO

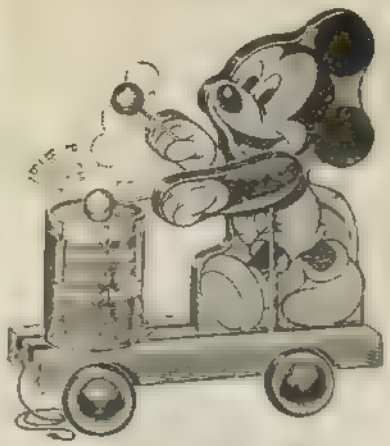


Four-color lithographed wood body, wood wheels with steel axles, and metal-front engine boiler with rounded hood. Bell clangs when moving. Size: 8½ inches long, 7 inches high, and 3½ inches wide.

No.	Wt. per ctn.	Per doz.
450	20 lbs.	$13.00

Six in a box. Two dozen in a carton

MICKEY MOUSE DRUMMER

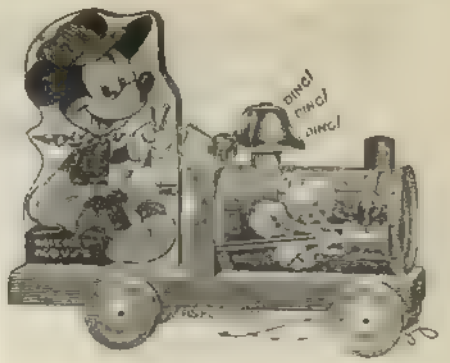


Lithographed wood figure, with enameled wood base and wheels. Arms move up and down and beat on metal top fibre drum. Size. 8½x7½x3¾ inches.

No.	Wt. per ctn.	Per doz.
476	20 lbs.	$13.00

Six in a box. Two dozen in a carton

MICKEY MOUSE CHOO-CHOO



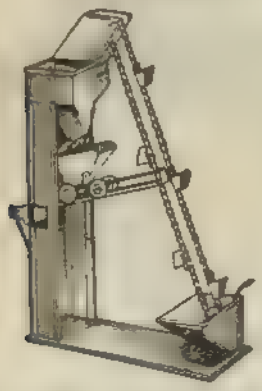
Colored lithographed wood, with metal front engine and steel axles. Bell clangs when choo-choo moves. Size: 8½x 7x3½ inches.

No.	Wt. per doz.	Per doz.
485	10 lbs.	$12.00

Six in a box. Two dozen in a carton

OHIO ART COMPANY

SAND HOIST



Lithographed metal. By turning crank buckets move up chain, filling car from hopper. When full, car automatically runs down track and dumps. Height, 11 inches; width, 8 inches.

No.	Wt. per doz.	Per doz.
20	12 lbs.	$18.40

One in a box. One dozen in a carton

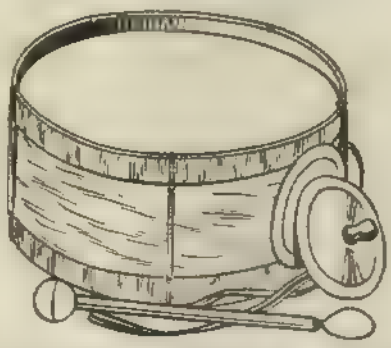
MERRY GO ROUND

All metal, lithographed. Crank with knob revolves the horses while music plays.

No.	Wt. per doz.	Per doz.
1	16 lbs.	$12.40

One in a box. One dozen in a carton

BASS DRUM OUTFIT



Consists of metal drum, walnut finish with red rims, one 11-inch beater and two cymbals. Drum has 18-inch neck sling and is 13 inches in diameter and 6 inches deep.

No.	Wt. per doz.	Per doz.
47	28 lbs.	$17.60

One in a box
One-half dozen in a carton

DRUM

Metal body, lithographed with gay figures. 18-inch neck sling and two 12-inch sticks. 11-inch diameter and 4½ inches deep.

No.	Wt. per doz.	Per doz.
42	15 lbs.	$9.50

One dozen in a carton

DRUM

Metal head and body, lithographed with gay figures. Two 8-inch sticks. 6¼-inch diameter, and 3¾ inches deep.

No.	Wt. per doz.	Per doz.
41	7 lbs.	$5.00

Three dozen in a carton

MECHANICAL TURTLE

By winding motor with attached key, gay colored Myrtle will lazily walk along. 5½ inches long, 3 inches wide and 1½ inches high.

No.	Wt. per doz.	Per doz.
75	3½ lbs.	$7.20

Three dozen in a carton

DISNEY TOYS by Sunruco

MICKEY MOUSE AEROPLANE Zoom! It's Mickey Mouse in his flashy aeroplane! Mickey's movable head and the plane's revolving propeller make this an "action" toy.

DONALD DUCK ROADSTER — Here's a speedy, sporty roadster with a lot of boy appeal. Donald Duck is at the wheel, while Pluto crouches in the rumble seat. Donald's head is movable.

MICKEY MOUSE TRACTOR — Here's Mickey Mouse chugging along on a big realistic tractor! Large moulded-rubber wheels turn on Sunruco's patented nickeled-steel axles. Mickey's head is movable

MICKEY MOUSE FIRE TRUCK — Mickey Mouse drives this racy fire truck at breakneck speed, while Donald Duck braces himself at the back and grabs his hat. Real appeal that parents and children can't resist.

© WALT DISNEY PRODUCTIONS

SUNRUCO LATEX CRIB-CRADLE TOYS

Sunruco "toddler" age toys provide endless entertainment for the child in his crib, tub, or play-pen. Sunruco toys are SAFE. They can be chewed, squeezed, or thrown. The realistic dyes used are harmless, fast colors that are washable without fading. The new Sunruco squeeze whistle is firmly "built to stay" in the toy. Packaged in cellophane bags for easy display.

We'll see you at the toy fair

ROOMS 1190-1-2-4

HOTEL McALPIN

THE SUN RUBBER COMPANY

Sunruco

• BARBERTON • OHIO •

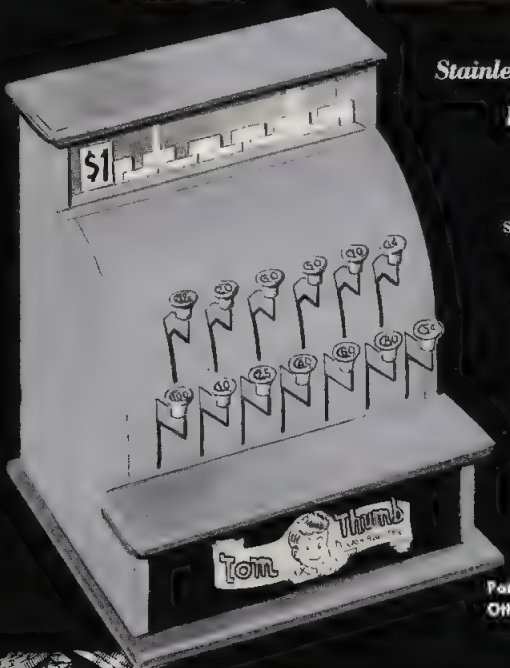
Printed in U.S.A

Sunruco has some surprises for you at the New York Toy Fair ★ ★ ★ ★

Yes, we'll see you there — and you'll see us, too. You'll see me an' my sisters an' Donald Duck, an' Mickey Mouse, an' all the rest of our big family from Sun Rubber. There'll be a lot of trucks and automobiles an' airplanes along with us — *safe* rubber toys with real wheels on 'em. An' then there's our Latex cousins. Dogs, pigs, cats, chicks, rabbits. An' every one of 'em cries with the new patented Sunruco All Rubber whistle! An' if you could peek into our big home in Barberton and see the new creations . . . if you could hear the new, fresh merchandising ideas . . . well, you'll see at the Toy Fair.

New DeLuxe Cash Register

TOM THUMB MODEL 1148



Stainless Steel

Highly Polished

Mirror Finish

Size: 7¼ inches deep
7¼ " high
6½ " wide

Packed in individual cartons. One dozen to a master corrugated shipping container.

Weight 50 lbs.

Patent No. 1906361
Other patents pending

METAL PLAY MONEY

A generous amount of realistic metal coin play money in ones, fives, tens, twenty-fives and fifties is available at your dealers for 25 cents per package.

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WESTERN STAMPING COMPANY
JACKSON, MICHIGAN

Fast Selling · Sensational Toys

Toy Adding Machine

No. 149

Size: 8½ inches deep
5¾ " wide
3 " high

A real Adding Machine for youngsters and grown ups alike. It is practical and mechanically perfect. Adds up to 999. Has three columns of visible key board with easy touch control. Has knob on side to turn for easy clearing totals in machine. Heavy gauge steel construction. Made to last a life time.

Finished attractively in baked on enamel.

Packed in individual cartons—one dozen to master corrugated shipping container. Weight 25 lbs.

Tom Thumb Cash Register

No. 248

Size: 7¼ inches deep
6½ " wide
7¼ " high

THIS IS MORE THAN A TOY—
IT IS A REAL CASH REGISTER.

Press the key and ring up the sale. The six compartment drawer pops out and up comes the amount of the sale in the gloss window at top.

Substantially constructed of heavy gauge steel and attractively finished in baked enamel. Exciting and educational for children of all ages and even a real utility for adults.

Packed in individual cartons. One dozen to a master corrugated shipping container. Weight 50 lbs.

Patent No. 1906361
Other patents pending

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WESTERN STAMPING COMPANY

JACKSON, MICHIGAN

CLEAR THE TRACKS FOR

Banner brings to the Toy Fair and to the toy world a new, comprehensive, colorful line of plastic toys. Each one is a sales star and Banner sales stars mean profits! The Banner railroad is just one of the dramatic lines for 1948.

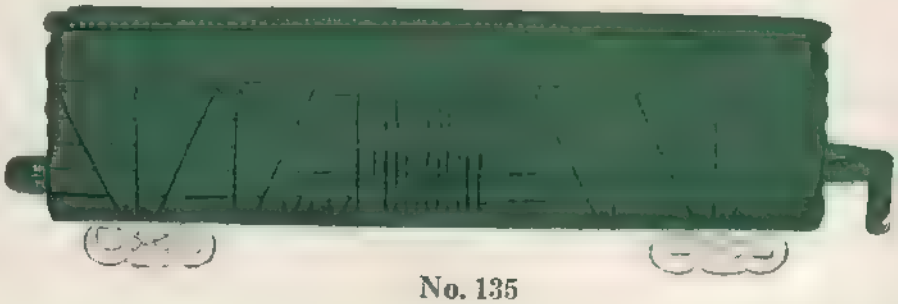
Capturing the adventure and thrills of railroading in plastic by Banner has been an achievement, resulting in more than a year of planning and engineering. The Banner freight line, consisting of a locomotive, tender, four additional connecting cars, plus station and a wonderful group of accessories sets a new pace in plastic playthings. All have movable wheels and are two or three color assemblies and have coupling devices.

The Banner train line is available in single car units, as well as attractive boxed train sets.

Single units are:

No. 131. Pennsylvania type heavy-duty freight locomotive.
No. 132. Realistic coal tender which couples to engine.
No. 133. True to life oil tanker car.
No. 135. Open latticed work cattle car.
No. 134. Coal car with minute detailing.
No. 136. Scaled model of caboose to complete train.
No. 170. Companion piece for the Banner freight train. 4 color lithographed steel station.
No. 153. Deluxe train boxed set.
No. 152. Junior train box set.
No. 151. Complete set of railroad accessories boxed.

No. 132



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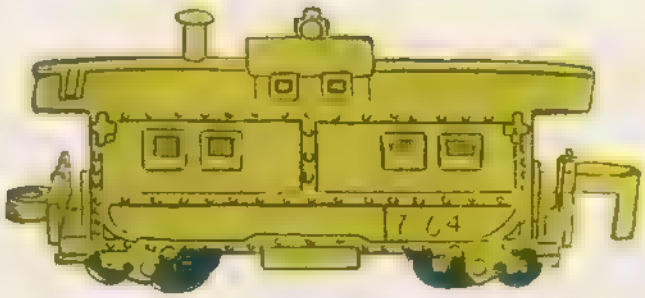

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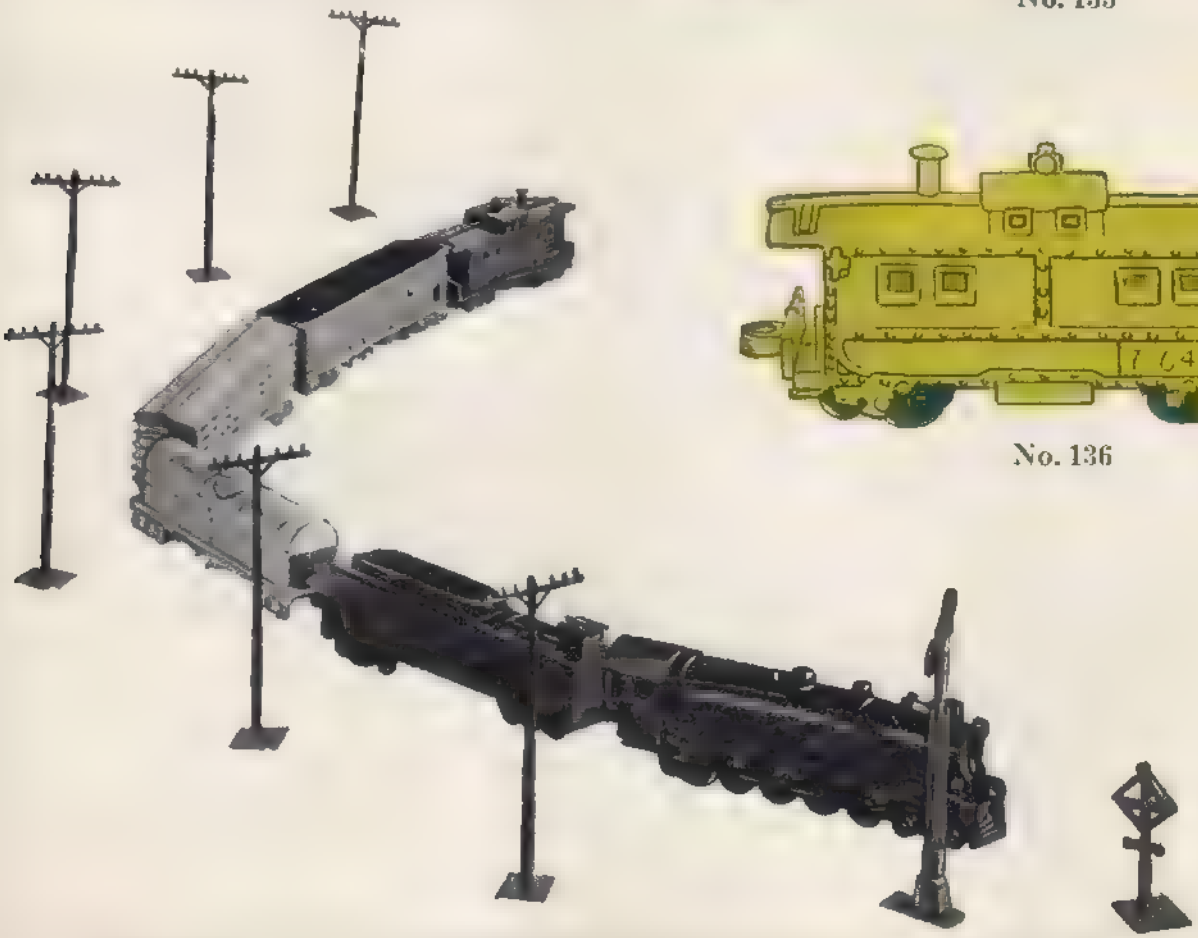
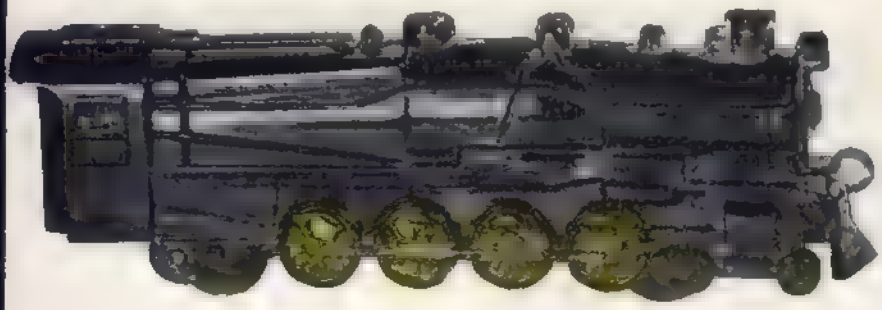


THE BANNER PROFIT LINE

BANNER TOYS NOW NATIONALLY ADVERTISED! Starting in May, 1948, Banner quality plastic toys will be featured in national advertising in Parents' Magazine. Watch for featured, sales-tested successes and tie-in with year-round toy promotions.



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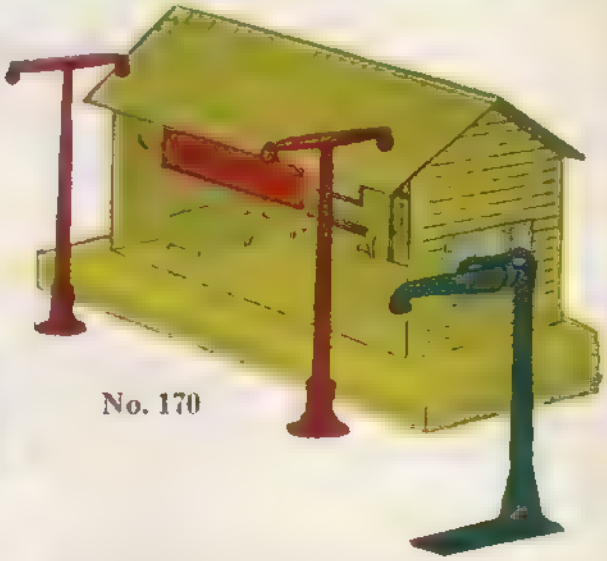

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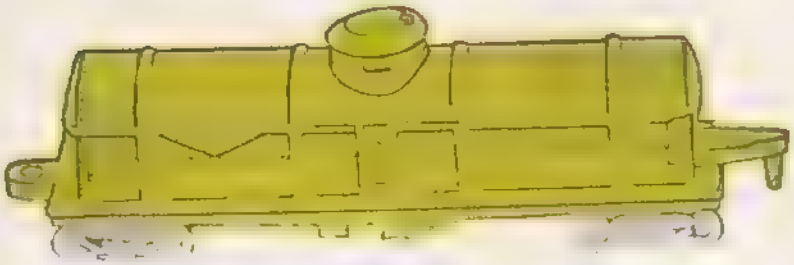


No. 133

BULLETINS

See the New

1948

Banner Line

3 showrooms at the Fair:

1. Our new permanent showroom, 200 Fifth Ave. Building Room 356.
2. Room 400, 1107 Broadway, Fred Gade will greet his midwest friends.
3. Room 754, McAlpin Hotel.

BANNER PLASTICS CORP.

PERMANENT SHOWROOM: 356, 200 FIFTH AVE. BLDG.

150 BRUCKNER BOULEVARD, NEW YORK 54, N. Y.

If it's out in front...

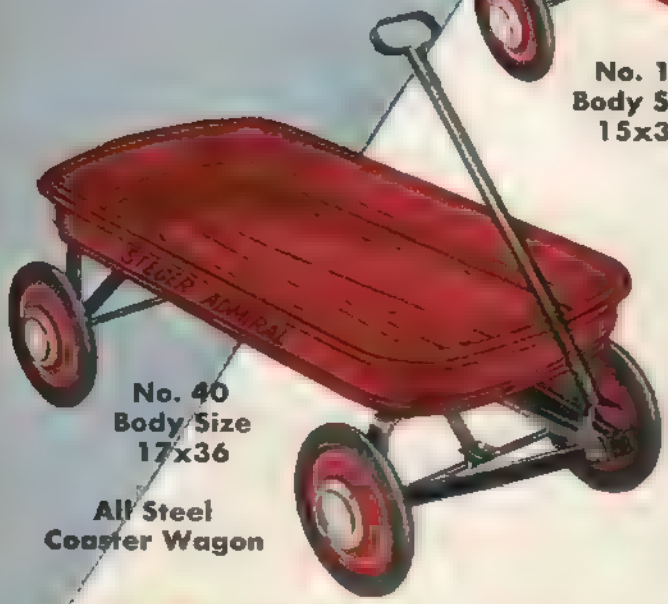
It's a STEGER WAGON

U. S. Patent
Number 2420847

No. 30
Body Size
14½x28½

ON DISPLAY
NEW YORK TOY FAIR
ROOM 400
1107 Broadway, New York

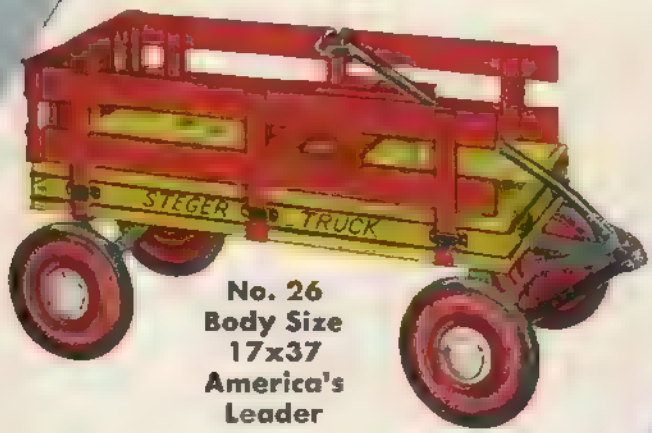
No. 15
Body Size
15x30



No. 40
Body Size
17x36

All Steel
Coaster Wagon

No. 12
Body Size 15x30
All Steel
Coaster Wagon



No. 26
Body Size
17x37
America's
Leader

What the name STEGER means to you

FIRST . . . it means you can sell STEGER products with complete confidence. It means the finest workmanship and materials. It means STEGER PRODUCTS are built to stand up under tough usage. You can't go wrong with STEGER. In quality, style, price and profit to you, STEGER is out in front.

GENERAL OFFICES

STEGER PRODUCTS MFG. CORP. • Steger, Illinois

SALES OFFICES

HERBERT I. NYE, 35 S. La Salle, Chicago, Ill.
AL. MORITZ, Rm. 400—1107 Broadway, New York City.
J. P. SKILL & ASSO., Transit Tower, San Antonio, Tex.
B. S. KNIGHT, St. Joseph, Mich.
BRICKMAN SALZON, 2015 Grand Ave., Kansas City, Mo.
CLIDAN CO. (J. H. Clippinger), 450 S. Grand Ave., Los Angeles, Calif.

If it's a STEGER PRODUCT it's the Finest

THE WINS!

Wins first place with Young America because they just pump it up and away it speeds with a realistic putt-putt that sounds exactly like a real gas engine.

Wins praise from parents because it's sturdy—made of 1/16" aluminum . . . has inflated, puncture-proof tires . . . has no springs or gears to wear out or break . . . has a spring bumper to protect furniture and walls.

Wins acclaim from magazines, newspapers and radio because it's the *only* pneumatically-powered toy on the market, and truly an example of American mechanical genius.

Wins enthusiasm from dealers and buyers as the fastest selling, most appealing year-'round toy in the mechanical field.

1947's Most Publicized Mechanical Toy

Called the "trickiest U.S. model" by TIME. Written up in HOUSE BEAUTIFUL, PARENTS, POPULAR SCIENCE, SCIENCE & MECHANICS. Publicized in SATURDAY EVENING POST, LOOK, LIFE, LIBERTY and COLLIER'S. Featured in newspapers and on radio. Prominently displayed in leading toy catalogs.

Read what these buyers say about the TORNADO!

From a leading Chicago department store:

"Your TORNADO Racer aroused tremendous customer interest and resulted in a great quantity of sales. It can be listed as one of the fastest selling toys in my entire section. I look forward to an even greater year in 1948 with your new and improved model."

*_____ BUYER

Here is a statement from a toy jobber:

"My original purchase of one gross TORNADO Racers was made from you as late as November 1947. The demand from my dealers, however, was so great that by December 5 we had sold more than 2½ gross. As you know, I do all my own selling. Consequently, I can say thanks for a wonderful product. You have my order for the new 48 model."

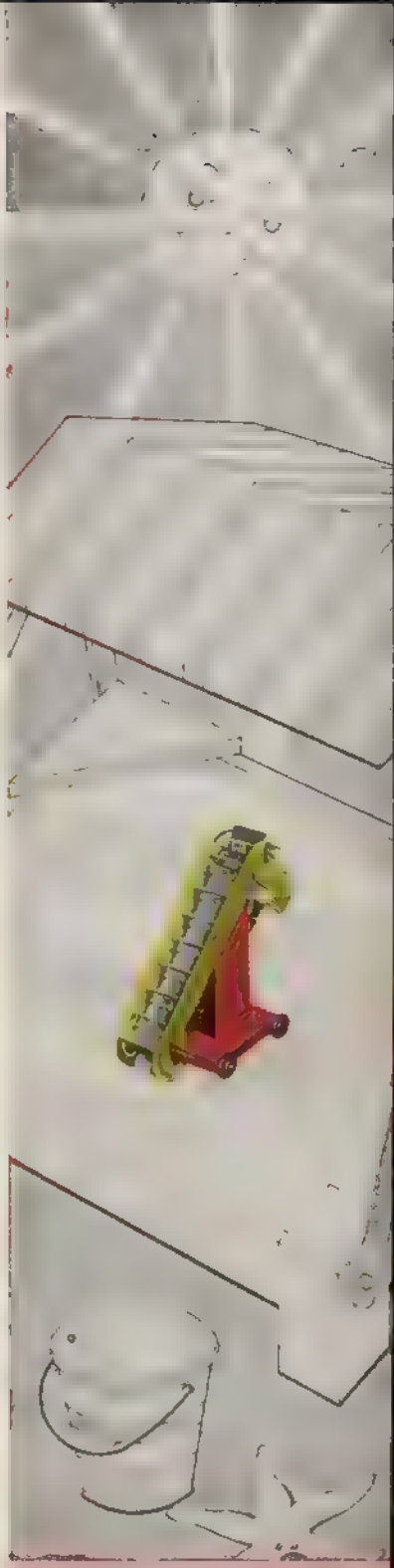
*_____ PRESIDENT

*Names furnished upon request.

MOT-AIR-ETTE is the newest and new air motor manufactured exclusively by Mot-air-ette, Inc., Chicago, under G. Weiss patents, Queens, New York.

rain or shine it's playtime

$1.98



loading conveyor

A year round metal mechanical toy, new in its price class, sturdily constructed with a glossy baked enamel finish. It has a shiny link belt of heavy aluminum. A mobile unit on rubber wheels, 10" high, 10½" long, individually boxed, 12 boxes to a carton.

GEO. FRANK
Eastern Representative
1186 Broadway, New York

ATLANTA TOY MART
Southern Representative
1022 Juniper St., N.E.
Atlanta, Ga.

S&W Products · Reiffton, Pa.

TORNADO RACER

POWERED BY MOT-AIR-ETTE

The NEW improved 1948 Model reaches the height of perfection with these important features:

1. NOW IN COLORS: new, colorful, chip-proof baked enamel finishes in red, yellow, blue, white and silver
2. Destruction-proof ALL-METAL PUMP.
3. New switch arrangement.
4. New wheel attachment.
5. New, improved motor development.

"Without fear of contradiction we can now positively say that from the standpoints of quality in material and construction—performance and mechanical perfection, the 1948 Woodette Tornado Racer is America's outstanding toy value."

WOODETTES, Inc.

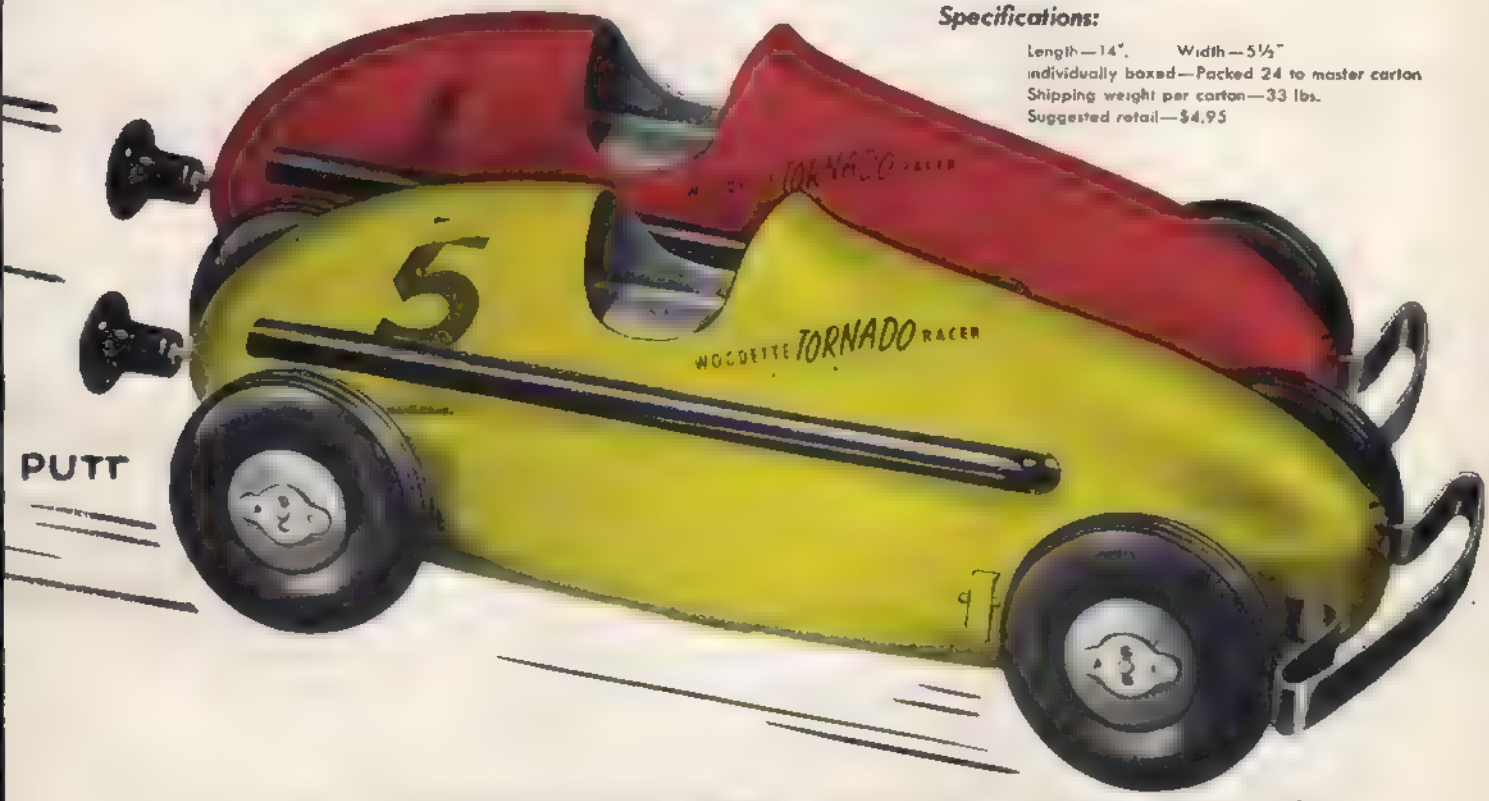
The most sensational mechanical toy ever marketed is back with improvements in design . . . in engineering . . . in merchandising appeal . . . all combined to make the '48 TORNADO a sure winner!

Material and labor conditions forced us to leave many 1947 orders unfilled. Our present production schedule promises prompt delivery on all orders placed immediately.

DON'T WAIT . . . ORDER YOURS TODAY!

Specifications:

Length—14", Width—5½"
Individually boxed—Packed 24 to master carton
Shipping weight per carton—33 lbs.
Suggested retail—$4.95



See the TORNADO RACER at the New York Toy Fair
ROOM 894 — HOTEL McALPIN

and Room 305, 200 Fifth Avenue

WOODETTES — MERCHANDISE MART — CHICAGO 54

West Coast Repr.: Peter Goldsmith—627 S. Lafayette Pk. Place—Los Angeles

IRON BENCH PLANES

STANLEY "BAILEY," ADJUSTABLE

Materials and Finish

Iron body, japanned inside, polished bottom and sides, rosewood handle and knob, cutters adjustable endwise and sidewise

The Plane Iron or Cutter

Cutting edge made of crucible steel of extra high carbon content. Remainder of cutter made from a lower carbon crucible steel and acts as a backing for cutting edge. Both parts are welded together when originally cast in the ingot. They positively cannot be separated.

Construction permits use of a higher carbon content steel for cutting edge than is practical in any other construction. Soft backing of steel yields readily to pressure of cap and lever and permits a firmer seat on frog. Easier honing or grinding is possible than if entire bevel was high carbon steel.

In the heat treatment the utmost care is used. All cutters are individually hardened and tempered.

Smooth

With Flat Bottom

Each

No. 3—Smooth; 8 in. long; 1¾ in cutter; wt. each 3½ lbs. . $..

No. 4—Smooth; 9 in. long; 2 in cutter; wt. each 3¾ lbs . . . . . .

One in a box.

Jack

With Flat Bottom

Each

No. 5—Jack; 14 in. long; 2 in cutter; wt. each 5 lbs . . . . $ . .

No. 6—Fore; 18 in. long 2⅜ in cutter wt each 7 lbs . . . .

No. 7—Jointer; 22 in long 2⅜ in. cutter wt each 8 lbs . . . . .

One in a box

Jack.

With Corrugated Bottom

Each

No. 3-C—Smooth; 8 in. long; 1¾ in. cutter; wt. each 3½ lbs. . $. . .

No. 4-C—Smooth; 9 in. long; 2 in cutter; wt. each 3¾ lbs. . . . . .

No. 5-C—Jack; 14 in. long; 2 in. cutter; wt. each 4¾ lbs. . . . . .

No. 6-C—Fore; 18 in. long; 2⅜ in. cutter; wt. each 6⅞ lbs. . . . .

No. 7-C—Jointer; 22 in. long; 2⅜ in. cutter; wt. each 7¾ lbs. . . . . .

One in a box

IRON BENCH PLANES

DEFIANCE, ADJUSTABLE

Double plane iron, fully adjustable. Tempered tool steel cutter, ground on both sides. Plane sides and bottom ground smooth and true. Japanned finish with bright red hardwood handle and knob.

With Flat Bottom

Each

No. 1203—Smooth; 8 in. long; 1¾ in. cutter; wt. each 3 lbs. . . . .$. . . . .

No. 1204—Smooth; 9 in. long; 2 in. cutter; wt. each 3½ lbs. . . . . .

With Flat Bottom

Each

No. 1205—Jack; 14 in. long 2 in cutter; wt. each 4 lbs. . . . . .$. . .

IRON BLOCK PLANES

STANLEY "BAILEY"

Adjustable Throat

Cast iron frame; japanned trimmings, tempered tool steel cutter, "handy grip."

The cutter rests on its seat at an angle of 20 degrees, and is adjustable endwise or sidewise. Throat is adjustable for coarse or fine work.

Each

No. 9½—6 in. long, 1⅝ in. cutter; wt. each 1½ lbs . . . . . $ . . .

STANLEY LOW ANGLE

Endwise Screw Adjustment

Cast iron frame; japanned trimmings, tempered tool steel cutter, "handy grip", milled and ground bottom and sides.

The cutter rests on its seat at an angle of 12 degrees. The low angle of the cutter makes it easy to plane across hardwood.

Each

No. 60½—6 in. long, 1⅝ in. cutter, wt. each 1⅛ lbs. . . . . .$. . . . .

STANLEY

Endwise Screw Adjustment

Cast iron frame; tempered tool steel cutter; japanned trimmings; milled and ground sides and bottom; rosewood knob.

Each

No. 220—7 in. long, 1⅝ in. cutter; wt. each 1¼ lbs. . . . . .$ . . .

All above, one in a box.

IRON BLOCK PLANES

STANLEY

Non-Adjustable

Japanned iron frame; bottom and sides are milled and ground, lever cap nickel plated, tempered steel cutter, rosewood knob.

Each

No. 110—7 in. long, 1⅝ in. cutter, wt. each 1⅝ lbs. . . . . $. . . .

One in a box.

Non-Adjustable

Japanned iron frame, steel cutter; tempered and honed ready for use.

Each

No. 102—5½ in. long, 1⅜ in. cutter; wt. each ⅞ lbs. . . . . $. . . . .

One in a box

Non-Adjustable

Japanned frame and trimmings, milled and ground face; tempered steel cutter.

Each

No. 101—3½ in. long, 1 in. cutter; wt. each ¼ lb. . . . . .$. . . . .

Six in a box.

DEFIANCE

Endwise Screw Adjustment

Japanned iron frame, milled bottom, ground sides, tempered steel cutter, black hardwood knob.

Each

No. 1220—7 in. long, 1⅝ in. cutter; wt. each 1½ lbs. . . . . .$. . . . .

One in a box.

Non-Adjustable

Japanned iron frame and lever cap; milled bottom, ground sides; tempered steel cutter, black hardwood knob

Each

No. 1247—7 in. long, 1⅝ in. cutter; wt. each 1⅝ lbs. . . . . .$. . . . .

One in a box.

SCRUB PLANES

STANLEY

With Heavy Round Edge Cutter

Japanned iron body; beechwood handle and knob; strong and durable.

Used for quickly planing down to rough dimensions boards that are not convenient to rip with a saw.

Each

No. 40—9½ in. long, 1¾ in. cutter; wt. each 2⅛ lbs. .....$.....

One in a box.

SCRAPER PLANES

STANLEY

Japanned iron body, polished face and sides, double grip rosewood handle, tool steel blade, endwise and angle adjustment

Sides and bottom machined smooth and true

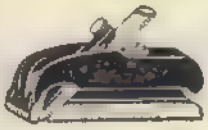
Each

No. 12—6¾ in. long, 2⅞ in. blade; wt. each 3½ lbs. .....$....

One in a box.

BULL NOSE RABBET PLANES

STANLEY



Adjustable Throat

Japanned top and lever. The throat is adjustable

For working into corners and other difficult places.

Mouth adjustable by means of set screw at top of plane.

Each

No. 75—4 in. long, 1⅛ in. cutter; wt. each ⅝ lb. .....$.....

One in a box.

RABBET PLANES

STANLEY DUPLEX, FILLETSTER AND RABBET

With Adjustable Depth Gauge and Adjustable Fence

Japanned iron frame, nickel plated trimmings. With spur for working across grain.

This plane has two seats for the cutter, one for regular work and the other where a bull-nose is required. The adjustable fence can be used on either side and slides under the bottom, regulating the width of the cut. To work same as a rabbet plane, remove fence and arms.

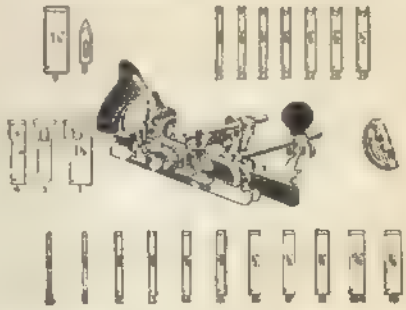
Each

No. 78—8½ in. long; 1½ in. cutter; wt. each 3 lbs. ..... $ ....

One in a box

COMBINATION PLANES

STANLEY FORTY-FIVE



Seven Tools in One, in Compact and Practical Form

Nickel plated iron frame with rosewood handle and knob and rosewood on fence.

With the cutters furnished it can be used as a beading and center beading plane, plow plane, dado plane, rabbet plane, match plane, sash plane, and slitting plane.

When cutting across the grain, adjustable knife like spurs precede the main cutter and score the wood fibre on both sides of the cut.

Equipped With Twenty-three Cutters as Follows:

Sash tool 1½ inch wide. Match tools ¼ and 5/16 inch wide. Slitting tool. Filletster 1¼ inch wide. Plow dado tools, ⅛, 3/16, ¼, 5/16, ⅜, 7/16, ½, 5/8, ¾, 13/16, ⅞ inch wide. Beading tools, ⅛, 3/16, ¼, 5/16, ⅜, 7/16 and ½ inch wide.

Each

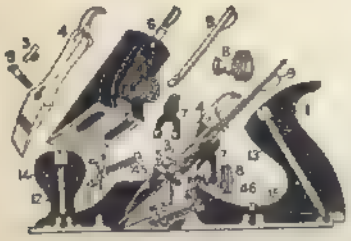
No. 45—Length 11 in.; wt. each 9½ lbs. ....$.....

One in a box.

PLANE PARTS

STANLEY

For "Bailey" Iron Planes



NOTE—We Carry in Stock—Knobs, handles and plane irons; other parts shipped direct from factory.

When ordering, always specify number of plane for which repair is wanted.

No.	Name of Part	Price (For All Numbers)	Nos. 1, 2, 3C	3, 3C	Nos. 4A, 4, 4C	Nos. 5, 5A, 4C	Nos. 5½, 6, 6C	Nos. 5½, 6, 6C	Nos. 5½, 6, 6C	Nos. 6, 6C	7, 7C	8, 8C
3	Cap Screw	$0.10										
4	Lever Cap	.10										
5	Lever Cap Screw	.10										
6	Frog Complete (specify new or old)	.70										
7	Adjusting Lever	.10										
8	Adjusting Nut	.20										
9	Lateral Adjusting Lever	.20										
10	Frog Screw	.10										
41	Rosewood Plane Handle	.40										
3x	Aluminum Plane Handles	.60										
3x	Nos. 3X, 4X Planes 3 to 6 Inc.											
	Nos. 4X, 5X Planes 4½, 5, 5½, 6, 7, 8											
12	Plane Knob	.30										
13	Knob Bolt and Nut	.30										
14	Knob Bolt and Nut	.30										
15	Frog Toe Screw					$0.10	$0.10	$0.10	$0.10	$0.10	$0.10	$0.10
16	Plane Bottom		$1.70	$2.00	$2.00	2.40	2.40	2.40	2.40	3.30	4.70	5.70
17	Frog Clip and Screw	.20										
46	Frog Adjusting Screw	.60										

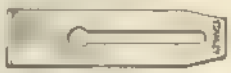
Add 10 per cent for Corrugated Bottoms

PLANE IRONS

STANLEY

Note—In ordering, it is necessary to give the number of the plane, size of iron and state whether Single or Double iron is required.

SINGLE



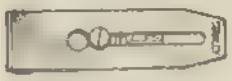
For Bailey iron bench planes.

High grade crucible steel, tempered and ground, honed ready for use.

Size, in.	For planes, Nos.	Each
1¾	3, 3C	$.....
2	4, 4C, 5, 5C	.....
2⅜	5½, 6, 6C, 7, 7C	.....
2⅝	8, 8C	.....

Six in a box.

DOUBLE



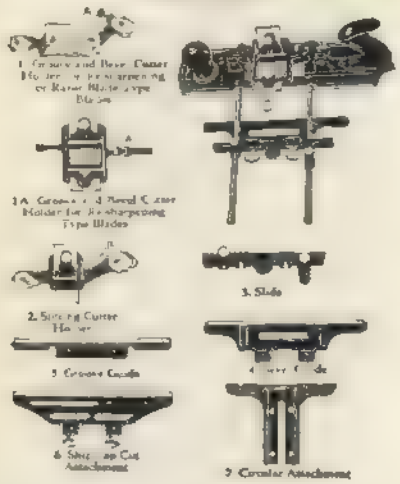
For Bailey iron bench planes

High grade crucible steel, tempered and ground, honed ready for use.

Size, in.	For planes, Nos.	Each
1¾	3, 3C	$.....
2	4, 4C, 5, 5C	.....
2⅜	5½, 6, 6C, 7, 7C	.....
2⅝	8, 8C	.....

Six in a box.

FIBRE BOARD CUTTERS
STANLEY



Japanned finish, polished surfaces, protected with lacquer, rosewood handle and knob.

A combination tool for slitting, beveling and grooving all kinds of fibre board. Cutting off or splitting with this tool is much faster and easier than sawing, and leaves a smooth edge. It can be used to bevel edges, cut beveled edge battens, cut grooves, cut ship lap joints and make decorative designs.

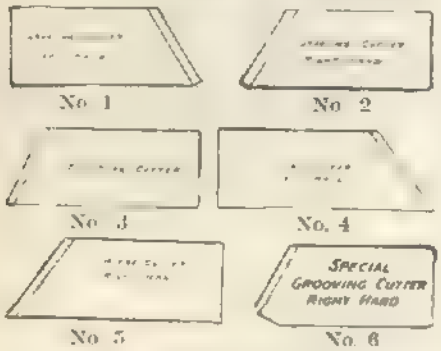
Each

No. 193A—For ship-lap and circular cuts, complete with attachments 1A, 1, 2, 3, 4, 5, 6 and 7; cutters Nos. 1, 2, 3, 4, 5 and 6 razor blade cutters; wt. each 8 lbs. . . . . $. . .

No. 193B—For grooving, beveling and slitting fibre board, complete with Nos. 1 and 2 holders and 4 razor blades; wt. each 4 lbs. . . . . .

One in a box.

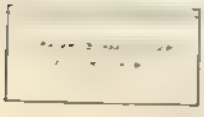
EXTRA CUTTERS FOR ABOVE



Resharpening Type

Each

No. 1—Grooving cutter, left hand $ . .
No. 2—Grooving cutter, right hand . .
No. 3—Slitting cutter . . . . . .
No. 4—Mitre cutter, left hand . . . . . .
No. 5—Mitre cutter, right hand . . . . .
No. 6—Special grooving cutter, right hand . . . . . .



Razor Blade Type

Per package

No. RBC—25 in a package .$. . .

Open stock

FIBRE BOARD BEVELERS
STANLEY

Japanned iron frame, red hardwood handle

For fibre insulating board. A practical tool for cutting chamfers or bevels up to ⅜ in.

Each

No. 194—8⅜ in. long, complete with 6 razor edge cutters; wt. each 11½ lbs . . . . . .$. . .

No. 194B—Extra blades . . . . . .

One in a box

Japanned iron frame, red stained hard wood handle and knob.

For hard or tempered board. Will cut chamfer or bevel up to $\frac{3}{16}$ in.

Each

No. 1951—10½ in. long, complete with heavy steel cutter, wt each 2 lbs. . . . . .$.

No. 1951-C—Extra cutters . . . . . .

One in a box.

FIBRE BOARD KNIVES
STANLEY

For free hand carving on fibre board for carving linoleum printing blocks, opening cartons, etc. Consists of an aluminum handle which holds six special razor blade cutters.

Each

No. 199—6 in. long; wt. each 3½ oz. . . . . $. .

No. 1991—Extra blades in sets of five . . . . . .

Six in a box.

Cuts fibre insulating board rubber, linoleum, cardboard, building paper, fabric cord, upholstery materials, leather, cloth, cord, etc

Well balanced cast aluminum handle, complete with five pointed razor type blades.

Each

No. 299—5½ in. long; wt. each 6 oz. . . . . .$

No. 1991—Extra blades . . . . . .

Six in a carton.

FIBRE BOARD KNIVES
DEFIANCE

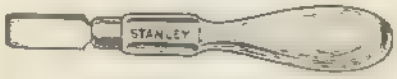
For cutting rubber, paper, cloth, linoleum, leather, cardboard, etc. Bright red perforated iron handle shaped for a comfortable grip. Magazine in handle contains 5 razor edge blades.

Each

No. 1299—5½ in. long; wt. 8 oz. . .$.

Six in a box.

FLUTING TOOLS
STANLEY



For cutting flutes or grooves in hard fibre board, making designs similar to tile, brick, etc. Tool steel blade, with two cutting edges, hardwood handle

Each

No. 197—4½ in. long; wt. per dozen 1 lb. . . . . $ . . .

Six in a box

HONING TOOLS
STANLEY

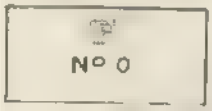
Holds razor blade cutters, also spoke shave irons so that a correct bevel may be honed. Japanned.

Each

No. 198—4½ in. long; wt. per dozen 1 lb. . . . . $.

Six in a box

SCRAPERS
STANLEY HAND



No. 0—20 Gauge
High grade alloy steel, carefully heat treated and correctly tempered, highly polished

Size, in. . . .	2½x5	3x6
Wt. doz., lbs.	3½	4½

One in a glassine envelope, one-half dozen in a box.

CABINET SCRAPERS
STANLEY DOUBLE HANDLE

Raised Handles, Iron Bottom

Japanned iron body; tool steel blade; thumb screw adjustment

The blade may be sprung to a slight curve by means of a thumb screw, giving ease of operation and quickness of cut. The handles are raised to protect the user's hands, and pierced so that the tool can be hung up out of the way. Body and handles are cast in one piece

Each

No. 80—11½ in. long; 2¾ in. blade, wt. each 1¾ lbs. . . . . $.

Per dozen

No. 80B—Extra blades . . . . . .$ . . . .

One in a box.

TOY INDUSTRY LEADERS

Praise WALT DISNEY CHARACTERS

BRIGHTEST stars to shine at the 1948 Toy Fair are the Walt Disney toys produce by Disney Character licensees. These outstanding leader of the toy industry all speak enthusiastically of their sales success with their Disney lines, which have directly resulted in a happy combination of added prestige, profits and sales.

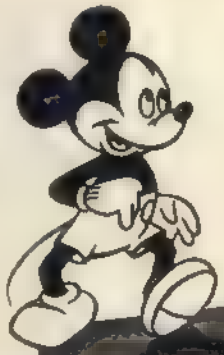
The majority of Walt Disney-toy manufacturer affiliations have existed for years, and these old-time Disney licensees are exhibiting many appealing Disney toys at the Fair. Among these items are new designs in addition to the all-time favorites, of which some are appearing in new, improved versions.

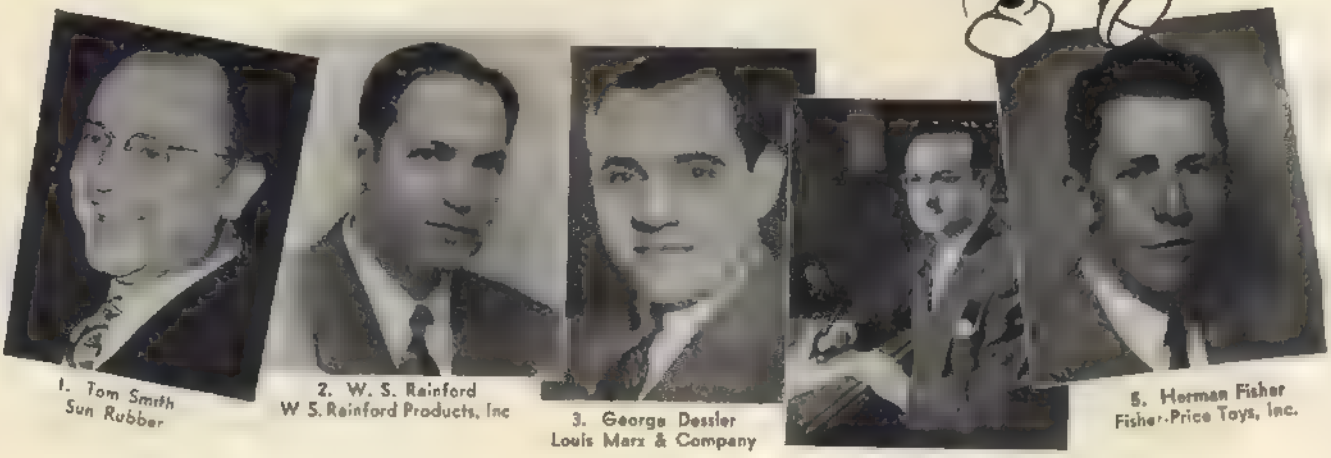
Of equal interest to the assortments being offered by old-time Disney licenses, are the completely new collections by new Disney licensees. These collections are staging their world premiere, and merit very special attention.

Tom Smith, President of Sun Rubber Company, Barberton, Ohio, and an old-time Disney licensee, reports enormous current popularity for Sun's Disney line, and predicts an excellent sales future for those items. Sun has already an entire production line to Disney autos, tractors and aeroplanes, with plans afoot for amplified facilities to produce more Disney rubber toys for 1948.

A long-time leader in the development of lithographed wood pull toys, Fisher-Price Inc. has made Disney pull toys for a number of years. Fisher-Price's President, Herman Fisher, says that each year his firm has found it necessary to produce more Disney toys to meet steadily increasing demands. New designs specially utilizing a modern treatment of perspective, are high-highted in Fisher-Price's exhibit.

One of the newer Disney licensees, A. Swedlin of Gund Manufacturing Company, has been carefully guarding his new line, holding it for a dramatic





1. Tom Smith
Sun Rubber

2. W. S. Rainford
W. S. Rainford Products, Inc

3. George Dessler
Louis Marx & Company

4. A. Swedlin
Gund Mfg. Co.

5. Herman Fisher
Fisher-Price Toys, Inc.

CHATS WITH WELL KNOWN TOY BUYERS

(*Continued from page 437*)

it in a hotel. It deserves the same space and display as the auto industry, hardware industry or motor boats; a place like Madison Square Garden or Grand Central Palace. That is the way they hold the British Industries Show, and it has always been extremely successful."

"Is that the way they held the Leipzig Fair?"

"No, but it inherited the same evils of any show that has narrow halls and narrower doorways. I have passed down the corridors of both shows, and never noted many an exhibit I might have found interesting, because I couldn't get in the entrance, or it was so crowded inside I couldn't see what they had to offer."

I could easily see his point. He continued:

"In an open space like the 'Garden' or Grand Central Palace one sees a glimpse of everything in much less time. Too, I think too many disinterested persons wander around the Toy Fair as it is now conducted, and take up time and space that bona fide buyers could use to advantage. Other industries charge admission even to buyers, and it has been found favorable to responsible firms, so long as they got their observations done, and some orders placed."

"What do you think about the public? Don't you think they should see what is forecasted for the coming season?"

"That would present no problem in a place like I have just mentioned. Between five in the evening and nine at night, a demonstrator or attendant could be kept on duty and the public admitted for a fee, to observe beyond a rope guard, what will be new for Christmas. It would mean additional revenue for the sponsors of the show, and nothing would interfere with the legitimate hours for buying or taking notes."

I asked Mr. Stroebel next, what predictions he had regarding supply and demand for the coming season. He assured me he felt quite certain that many backlogs of demand for metal and wood toys, wheel goods and trains had been substantially absorbed. There would continue, however, a demand for train accessories

"What about mechanical toys, which proved so popular last season?" I asked.

"That demand also will show a decrease, as it was pretty well supplied in one season. What we will have a shortage of, however, will be actual novelties. There have been few in the past seasons. Everyone was too busy filling orders for established items," he observed.

"Will the foreign market fill any of that need?"

"Not likely. The novelties we are looking for will no doubt originate right here in the United States. The items supplied by European markets in the years between the two wars were possibly only about one percent of our business."

"And didn't they affect chain stores mostly?"

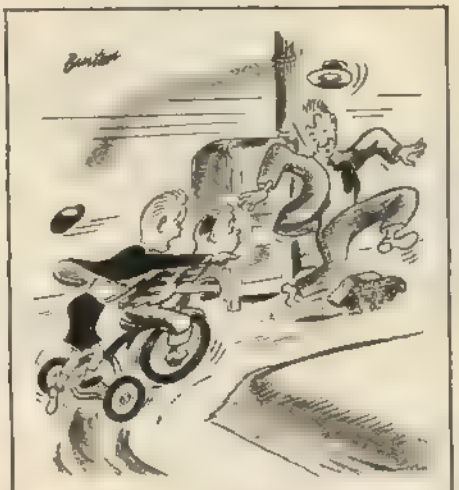
"Yes, but even that picture is changing. The chains are no longer 'dime' stores. They are really buying moderately high priced items these days, so are looking to the American market for their supply."

I felt I had taken a great deal of a busy man's time, so asked a little how he relaxed, if he ever found time.

"Bowling and golf," he shot back, with quite the same speed as he answers questions about toys. "I like all sorts of sports, either to be participated in, or observed at meets. I am rapidly becoming a home television fan for all sports too. And yes," to my question about esthetic things, "I like good music."

And we parted on that note. A busy man, but not too busy to express some extremely interesting opinions.

"Have you heard the one about . . ."



Quick, follow that car!

He: My face is my fortune.
She: You're lucky. Most people have to pay an income tax

* * *

What are you putting away for your old age?
Boards
Why, boards?
I want to be sure I have a roof over my head

* * *

Are you saving up for a rainy day
Nope.
Why not?
What the heck can you do on a rainy day?

What do you recommend for a small launching?

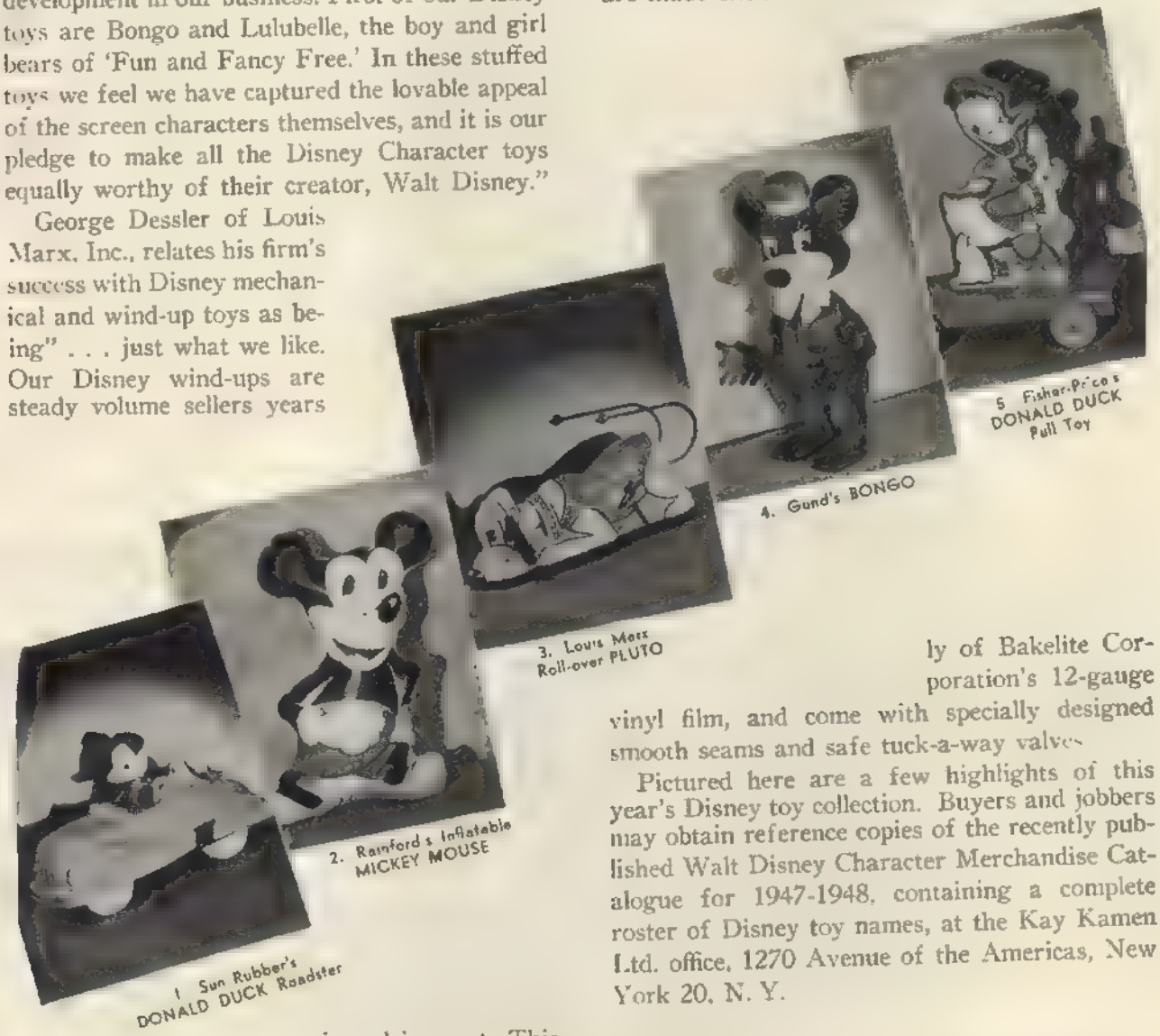
introduction at this year's Toy Fair.

"We are very proud of the Gund-Disney line," says Mr. Swedlin, "and regard it as a major development in our business. First of our Disney toys are Bongo and Lulubelle, the boy and girl bears of 'Fun and Fancy Free.' In these stuffed toys we feel we have captured the lovable appeal of the screen characters themselves, and it is our pledge to make all the Disney Character toys equally worthy of their creator, Walt Disney."

George Dessler of Louis Marx, Inc., relates his firm's success with Disney mechanical and wind-up toys as being" . . . just what we like. Our Disney wind-ups are steady volume sellers years in and year out. This year we have many new Disney items in production, and plan to introduce these to the trade as soon as we can take care of quantity deliveries."

Newest of Louis Marx's Disney line is the Goofy and Donald Duck duet, which has been on chain, syndicate, and department store best-seller lists for months. Other of their Disney items may be seen over at the Louis Marx showroom, 200 Fifth Avenue.

W. S. Rainford Products, Inc., just recently granted a Disney license, has worked closely with the Kay Kamen Ltd. office (world licensing representatives for the copyrighted Walt Disney Characters) in developing their new line of Disney inflatable vinylite toys. Disney inflatables are made exclusively of Bakelite Corporation's 12-gauge vinyl film, and come with specially designed smooth seams and safe tuck-a-way valves.



1. Sun Rubber's DONALD DUCK Roadster

2. Rainford's Inflatable MICKEY MOUSE

3. Louis Marx Roll-over PLUTO

4. Gund's BONGO

5. Fisher-Price's DONALD DUCK Pull Toy

Pictured here are a few highlights of this year's Disney toy collection. Buyers and jobbers may obtain reference copies of the recently published Walt Disney Character Merchandise Catalogue for 1947-1948, containing a complete roster of Disney toy names, at the Kay Kamen Ltd. office, 1270 Avenue of the Americas, New York 20, N. Y.

YOU OWN THE *Best* .

Never before in boating history have you been able to buy pleasure craft like these! The brilliant boats of the great new Elco fleet offer thrilling speed, beauty, comfort, craftsmanship and advanced engineering features that you'll find *only* in an Elco.

For only Elco, through thousands of trials run on the war-famed Elco PTs, has developed the revolutionary *Elcoplane* V-bottom underbody, the rugged double-diagonally planked construction, the remarkable Elco Transfer-Drive method of power transmission that places engines in the stern, away from living quarters.

Only Elco incorporates in all its boats over 55 years of fine boatbuilding craftsmanship, the kind of craftsmanship that makes each Elco a source of lasting pride and satisfaction to its owner.

Elco 30 SPORT CRUISER . . .

Speed of a runabout, with the comforts of a cruiser! Twin screws. Speed 27-29 m.p.h. Sleeps four below decks, one or two in cockpit seats (optional extras). Sturdy enough for offshore fishing and cruising. Write for folder.

Elco 27 SPORT CRUISER . . .

Biggest boat of her size! Speed 22-24 m.p.h. Sleeps four. Complete lavatory. Full galley. Features all the famous Elco PT-proven advancements. Literature on request.

Elco 35 CRUISETTE . . . . .

Big enough for the whole family! Sleeps six. Speed 23-25 m.p.h. Fully equipped galley-on-deck. Revolutionary Elco Transfer-Drive. She's fast, seaworthy and luxuriously comfortable. Send for illustrated folder on this beautiful boat.

BUILDERS OF THE FAMOUS ELCO PT

Navy records show that Elco built more PT boats for U.S. and Allied Governments, than all other American boat builders combined.

Elco

WHEN YOU BUY Elco

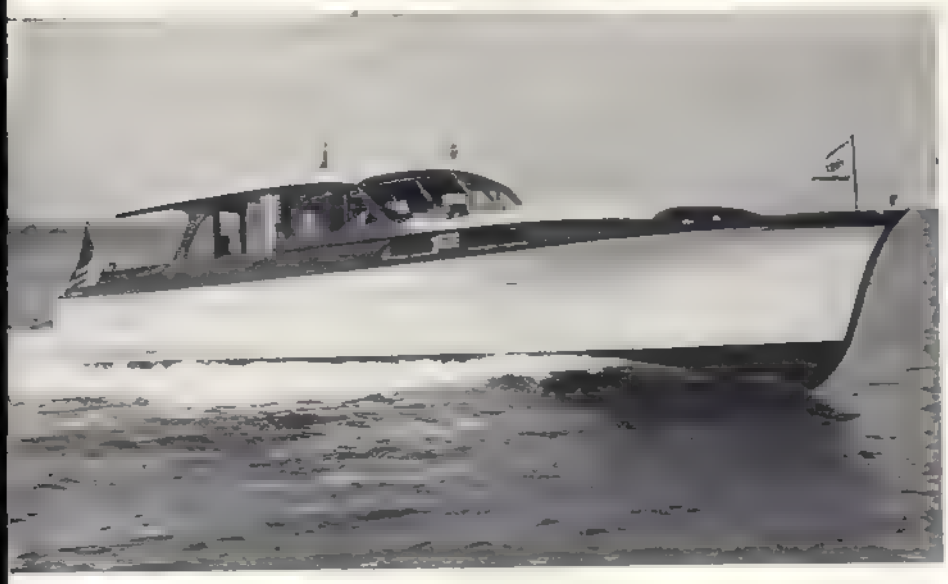
And only in an Elco can you enjoy such comfort and convenience: rubber cradled engines to cut down vibration, sound proofing to reduce noise to a minimum, the new Elco galley-on-deck (on certain models) that allows the "galley slave" to stay with the party

Roomy cockpits and cabins, complete lavatories, full-size berths, plenty of locker space, and many other features combine to make each Elco a richly fitted "home afloat."

Ask for fully illustrated literature on the individual models of the new Elco fleet

And be sure to secure your copy of the revealing new Elco VALUE COMPARISON CHART It shows in detail how much more you get for your money in an Elco

See your Elco dealer, or write to us direct



Elco 40 EXPRESS CRUISER.

Able to cruise anywhere! Sleeps six with the comforts of a "home afloat." Speed 25-27 m.p.h. Two cabins. Two complete lavatories, one with stall shower. Spacious deck house with full galley-on deck. A great boat! Write for fully illustrated literature on the Elco 40

Elco 47 DELUXE CRUISER . . .

A large, beautiful cruiser with all PT-proven advancements Elcoplane V bottom underbody, famed Elco Transfer-Drive, double diagonally planked mahogany construction Speed 21-23 m.p.h Sleeps six. Two cabins Two lavatories, one with shower. Large galley. Folder on request

Elco 62 MOTOR YACHT

Deluxe accommodations for seven in owner's party, two crew luxurious furnishings and fittings throughout. Flying bridge Speed 14-19 m.p.h Gasoline or Diesel engines. Designed and built for ocean cruising. Write for folder.

***WRITE TODAY FOR LITERATURE** on the new Elco models, and for the revealing Elco VALUE COMPARISON CHART Elco Yacht Division, Electric Boat Company 175 Avenue A, Bayonne, N. J*

THE FINEST FLEET AFLOAT

LINK

THE HERON is 15 feet long, V bottomed. Holds 4 or 5 comfortably. Center line length, 15'. Beam, 58". Deck length, 48". Depth amidships, 21". Weight, 250 lbs. Monel fastenings.

CHART YOUR COURSE FOR VACATIONLAND WITH LINK GRAND NEW RIGID BOATS

They're the first in postwar small-boat construction . . . sturdy and streamlined . . . built to take it in rough waters. The Heron has frames, keel and stem of oak, planked with ¼-inch marine plywood, mahogany finish, is capable of speeds from 9 to 30 mph.

The CARCARRY is oak ribbed and solidly built throughout. Both have splash rails, both are made with the same precision workmanship which Link puts into its sectional craft and the famous Link Trainer.

Be sure to see these sensational new boats at the Link exhibit on the mezzanine floor of the N. Y. Motorboat show. Link Aviation, Binghamton, N. Y.

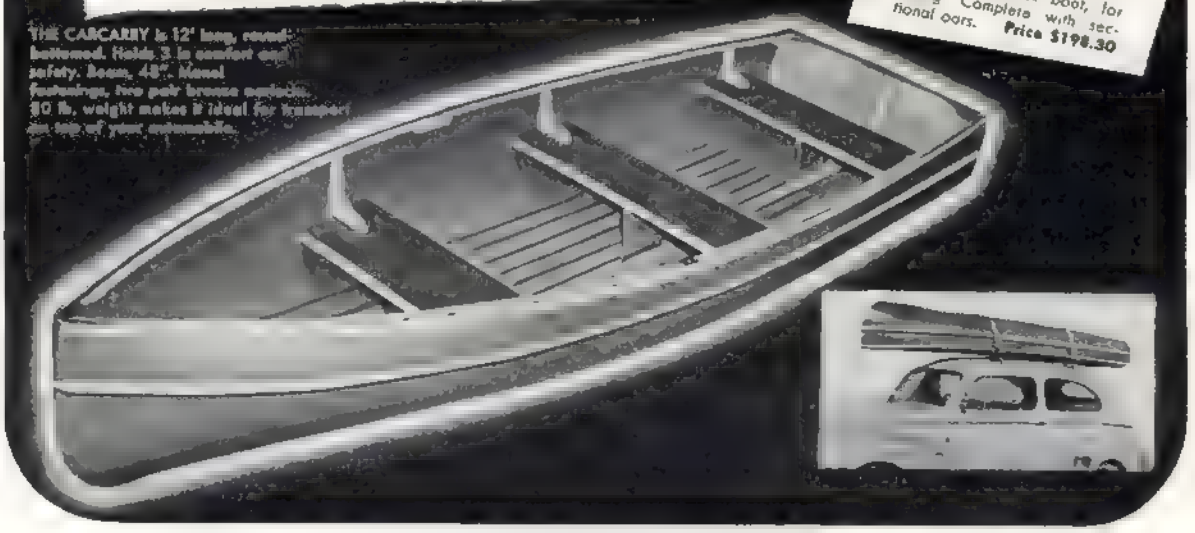
SEE LINK'S THREE SECTIONAL BOATS

LINKBOAT—sturdy rowboat, outboard or sailing dink. Assembles in 10 minutes. Stows in 2 bags, weighs 79 lbs. . . . for plane or car carrying.
Price $265.00

LINKANOE — 14½-foot rugged, guide canoe. Carries 4 safely, comfortably.
Price $179.50

LINK SKIFF — sectional, St. Lawrence-type, rowing skiff. Ideal as a sneak boat, for fishing. Complete with sectional oars. **Price $198.30**

THE CARCARRY is 12' long, round-bottomed. Holds 3 in comfort and safety. Beam, 48". Monel fastenings, two pair bronze oarlocks. 80 lb. weight makes it ideal for transport on top of your automobile.



Shoot Your Profits to a New High
ROUNDUP
PISTOL & HOLSTER SETS
MANUFACTURED BY
CARNELL MFG. CO. INC.
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VISIT US AT THE
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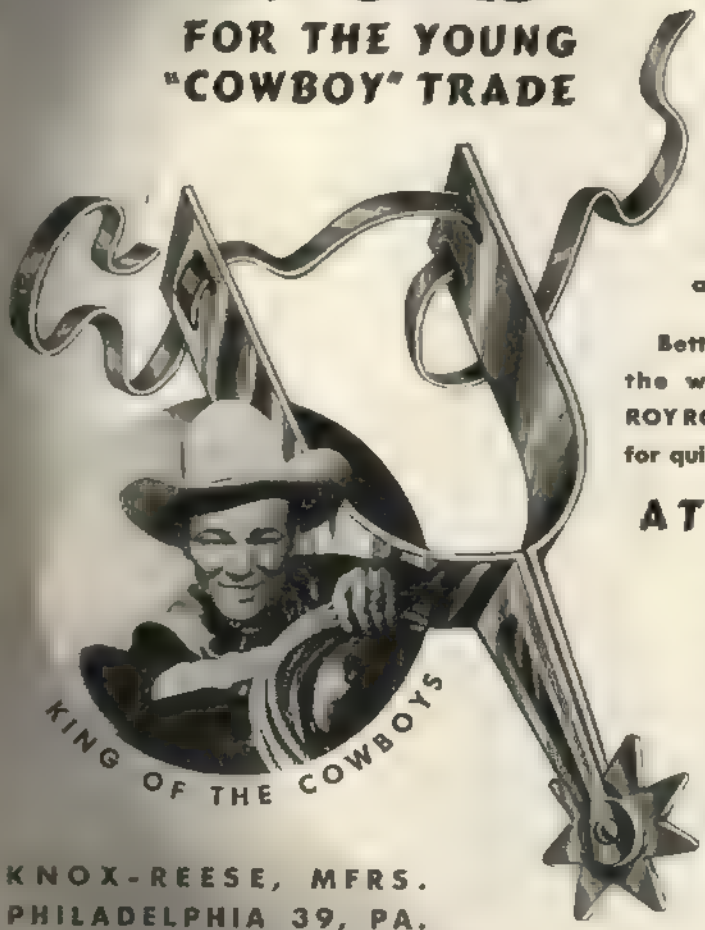
ROOM 453
CHICAGO: HUGH D. KENNY—1343 MERCHANDISE MART
ATLANTA: WILLIAM A. YARBOROUGH—ATLANTA TOY MART
1022 JUNIPER STREET, N.E.

Roy Rogers

WESTERN SPURS FOR THE YOUNG "COWBOY" TRADE



Yes — pardner — here's another popular priced "star" for your line of junior "cowboy" equipment — ROY ROGERS WESTERN SPURS, to retail at 50c. Millions of boys will want this latest ROY ROGERS offering. They're pre-shaped from tarnish-proof aluminum—quickly and easily attachable and adjustable, with colorful laces.

Better still—they carry the name of the world's foremost cowboy star—ROY ROGERS—which makes them a natural for quick turnover and profit.

AT THE TOY FAIR

SAM DRELICH & SON
Rooms 319-325
200 Fifth Avenue
New York 10, N. Y.

KNOX-REESE, MFRS.
PHILADELPHIA 39, PA.

Attractively packaged in colorful box featuring a swell picture of ROY ROGERS, himself.

WE TAKE PLEASURE IN ANNOUNCING THE FOLLOWING REPRESENTATIVES:

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SAM DRELICH & SON
Rooms 319-325, 200 Fifth Ave., New York

Midwest
HUGH D. KENNEY
1443 Merchandise Mart, Chicago 54, Ill.

Southwest
J. E. (JOHN) SMITH
222 Southland Hotel, Dallas 2, Texas

West
AL AUGER
1355 Market Street, San Francisco, Calif.

Roy Rogers

WILL

"ROPE IN" EXTRA PROFITS FOR YOU WITH THE NEW ROY ROGERS TRICK LASSO

Yes . . . the new ROY ROGERS TRICK LASSO, selling at $1.00, is the sure-fire way to build interest and profit for your department, through its appeal as an outstanding novelty, endorsed by the world's foremost cowboy star.

Any child can learn to do real western rope spinning feats with the ROY ROGERS TRICK LASSO in a matter of minutes.

Immediate plans call for national consumer magazine and radio advertising, reaching MILLIONS. So act fast . . . get the full particulars on this "King of the Cowboys" offering today.

BEAUTIFULLY PACKAGED!

Special "imbedded" swivel makes it SAFE, and easy to spin.

AT THE TOY FAIR . . .

SAM DRELICH & SON
Rooms 319-325
200 Fifth Avenue
New York 10, N. Y.

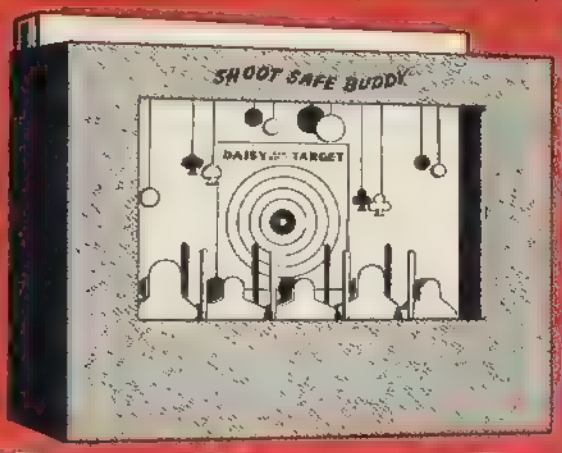
KNOX-REESE, MFRS.
PHILADELPHIA 39, PA.

ANNOUNCING THE NEW DAISY AIR RIFLE TARGET RANGE

SEE DAISY QUALITY PRODUCTS AT TOY FAIR, SUITE 428, FIFTH AVENUE BLDG.

HIT the BULLSEYE or the other Daisy Target Cards!

SPIN the "BIRDIES" five different size "Birdies" that spin when hit!



SHATTER the "HANGING OBJECT" TARGETS . . . variety of "hanging objects" that shatter when hit!

BREAK the "STICKS" several sticks of cardboard break off when hit!

—And Retailing at Only $1.00

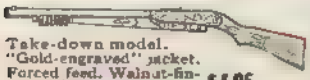
This item is NOT ON ALLOTMENT . . . Open to order thru Daisy Jobbers . . .

Daisy announces a new profit-maker for Daisy dealers—the brand-new Daisy Air Rifle TARGET RANGE! Durable, corrugated cardboard construction with replaceable backstop. Handsomely decorated *Amazing 4-way target ACTION!* For basement, attic, outdoor use. Every air rifle owner will want it. NATIONALLY ADVERTISED. Also ideal as indoor Target Range with the famous Daisy Targeteer Air Pistol. Complete Range with 4-way action targets, Shooting Manual, Instruction Booklet, retails at only $1.00.

SELL THESE NATIONALLY ADVERTISED DAISYS:

Still by ALLOTMENT ONLY but becoming a little more plentiful . . . thru Daisy Jobbers

NO. 25 DAISY PUMP-ACTON REPEATER

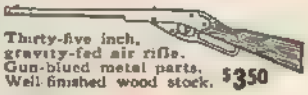


Take-down model. "Gold-engraved" jacket. Forced feed. Walnut-finished pistol-grip stock. $6.95

NO. 181 JR. SHOOTER'S TARGET OUTFIT

Complete Beginners Outfit with genuine Daisy Single Shot Air Rifle, Target Range No. 81 (described above), Shooting Manual, Instruction Booklet, etc. $2.95

NO. 155 1000 SHOT REPEATER



Thirty-five inch, gravity-fed air rifle. Gun-blued metal parts. Well finished wood stock. $3.50

NOTE! Each Daisy Rifle now packed in individual display carton with FREE Tube Bulls Eye Shot, Target Cards, Safety League Button

60th DAISY YEAR

NO. 111 LONG SHOT

RED RYDER CARBINE

Real Western saddle gun style. Lightning-Loader. Largest selling air rifle in the world. $4.75

IT'S A DAISY

DAISY MANUFACTURING COMPANY—PLYMOUTH, MICHIGAN

Shoot Daisy Bulls Eye B-B Shot . . . still 5c a tube and BEST for Daisy B-B Air Rifles

DAISY TARGETEER
AIR PISTOL OUTFIT

READY
FOR ADULTS AND CHILDREN!

The famous DAISY TARGETEER—America's favorite *family* indoor fun gun before the war—is again ready to bring you profitable sales to sports-loving adults and children! Complete Targeteer Outfit has Air Pistol, targets, tube of 500 special .118 calibre shot, backstop—yet retails at only $2.95! Targeteer has the *feel* and *weight* of a real automatic. Long 10-inch barrel. Quality built of heavy-gauge steel, blued. Low muzzle velocity prevents indoor damage—yet shoots hard enough for accuracy up to 12 feet. Perfect for living-room "contests." Genuine Daisy quality—typical Daisy long-value retail price. See it at Toy Fair—ask your jobber.

RETAILS AT ONLY $2.95

NO. 118

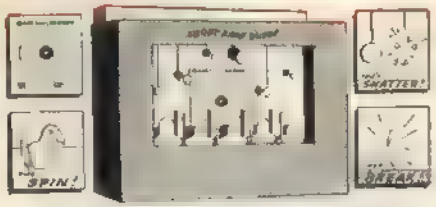
NO THIS DAISY TARGETEER SHOT

Copper-plated, made especially for use in Daisy Targeteer Pistol. 500 shot per tube Retails per tube: 15c.

DAISY QUALITY PLAYTHINGS

NO. 73 SQUIRT-O-MATIC REPEATER
Pops automatically, squirts 6 shots of water. Two guns for price of one. Retails, 69c

NO. 71 WATER REPEATER
Pocket size. Still retails at only 25c



NO. 81 AIR RIFLE TARGET RANGE
Brand NEW! 4-Way Target Action. Replaceable Backstop. Indoor or outdoor use. Ideal for use with Daisy Targeteer Air Pistol and all Daisy Air Rifles. Retails, $1.00

NO. U-238 ATOMIC PISTOL HOLSTER SET
New Low Retail Price, $1.59

60th DAISY YEAR

NOTE! ALL Merchandise on this Page is OPEN TO ORDER—NOT ON ALLOTMENT!

NO. U-235 BUCK ROGERS ATOMIC PISTOL
Retails, $1.00

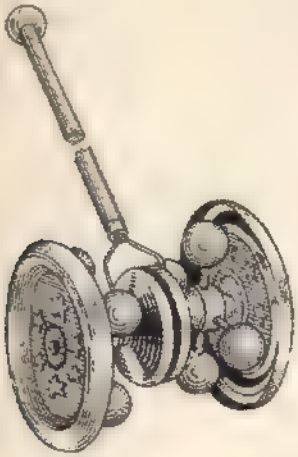
IT'S A DAISY

SEE DAISY PRODUCTS AT TOY FAIR, SUITE 428, Fifth Avenue Bldg.

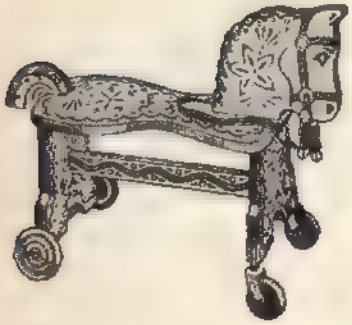
DAISY MANUFACTURING COMPANY—PLYMOUTH, MICHIGAN

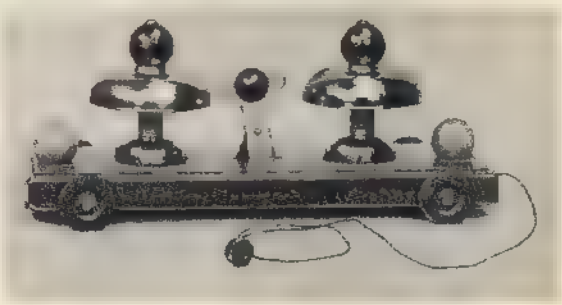
welcome....

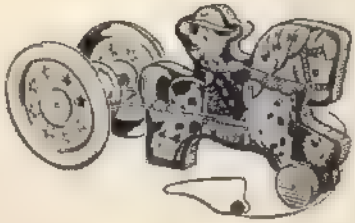
to the 1948 TOY FAIR

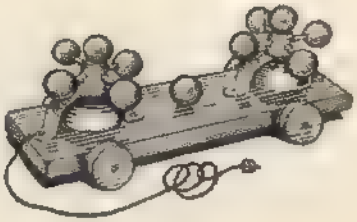


GONG









the GONG BELL Manufacturing Co.

200 Fifth Avenue New York 10, N. Y.

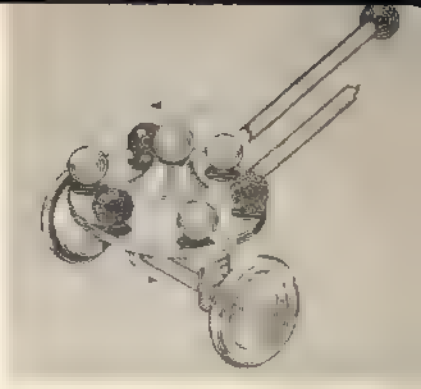
Walter H. Rhone John F. McConnor Fannie Fried

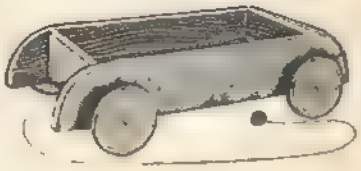
Export Sales Agent: GUITERMAN CO., 35 South William Street, New York City

and **welcome....**

to the FIFTH AVENUE BUILDING —

Room 324

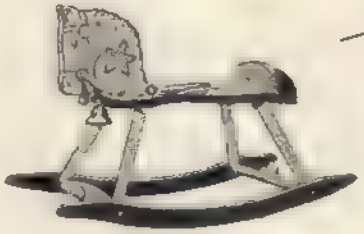




BELL toys that RING when you

Push
Pull
Dial
Ride

them



the **GONG BELL** Manufacturing Co.

200 Fifth Avenue New York 10, N. Y.

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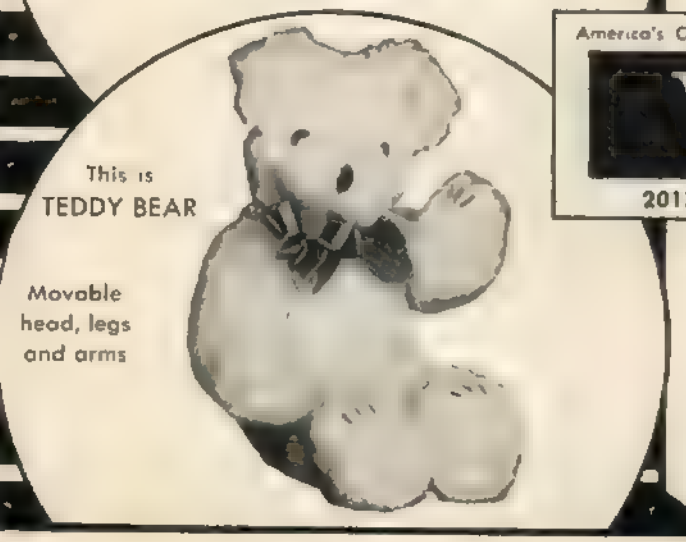
Export Sales Agent: GUITERMAN CO., 35 South William Street, New York City

ALL YEAR 'ROUND, FOR EVERY OCCASION

GOLDEN FLEECE TOYS

This is
MAGNETIC
NIPPY the PUP
TRADE MARK REG

This is
SCOTTIE
Aristocrat
of Golden
Fleece Toys



This is
TEDDY BEAR

Movable
head, legs
and arms

14 ADORABLE STYLES

MADE OF REAL LAMBSKIN

Ever Popular
Ever Lovable
Finest Ever

Children Love Them on Sight —
Mothers Love Them, too, because

They're SOFT and WOOLY
ENGINEERED FOR SAFETY
INDIVIDUALLY BOXED
They're LUXable, too

See the Complete Line at the
NEW YORK TOY FAIR
Hotel McAlpin — Room 428

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and Free Mat Service

America's Oldest and Largest Manufacturer of Lambskin Stuffed Toys

WINCHESTER TOY COMPANY

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900 Rush St Chicago Ill
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Western States Repres
LARRY KAHN
8237 Blackburn Ave
Los Angeles Calif

GONG BELL TOYS

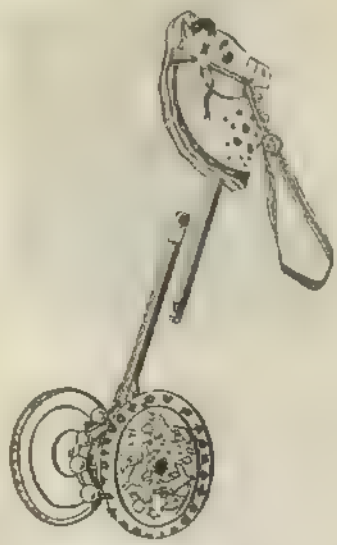
ROCKING HORSE

Rocker toy, of steel and wood construction with lithographed design on horse's head, and jingle bells on reins. Long rockers with steel supports. Length overall, 28 inches; width, 13 inches; height, 17¾ inches.

No	Wt. per ctn.	Per doz
303	52 lbs.	$84.00

One in a box. One dozen in a carton

RAINBOW HOBBY CHIME

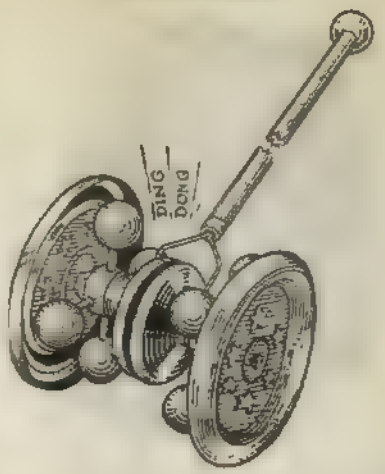


Lithographed horse's head with reins and bell, and two pair of chime gongs. Revolving rainbow colored wood balls attached to lithographed all-metal disc wheels. Length, 32 inches. Wheels, 7 inches in diameter

No.	Wt. per ctn	Per doz
819	54 lbs	$42.00

One in a box. One dozen in a carton

PUSH CHIME

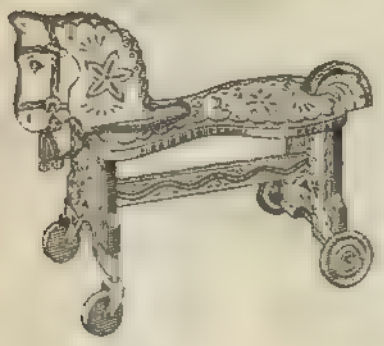


Heavy gauge enameled steel wheels and plated gongs. Eight attractive rainbow colored balls, and extra large gongs. Hardwood push handle, 18½ inches in length. Wheels, 5¼ inches in diameter

No.	Wt. per ctn.	Per doz.
145	52 lbs.	$18.80

Three in a box. Three dozen in a carton

PALOMINO HORSE RIDER

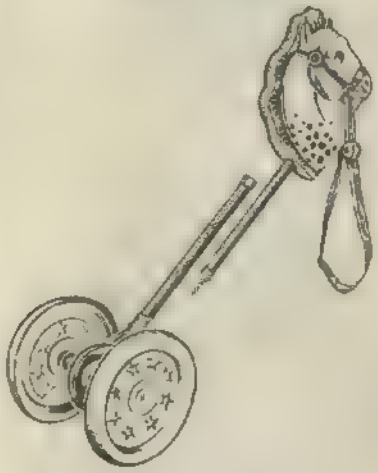


Rider toy of strong construction, in bright lithographed colors. Steel rear wheels with ringing gongs. Steel axle and caster front wheels. Length of seat, 16 inches; width, 9¾ inches; height, 18 inches.

No	Wt. per ctn	Per doz
802	75 lbs.	$72.00

One in a box. One dozen in a carton

HOBBY CHIME



Extra strong steel wheels and plated gongs. Lithographed design of horse's head. Jingle bells on rein. Length, 28½ inches. Width, 6¼ inches. Height, 6¾ inches.

No.	Wt. per ctn.	Per doz.
86	48 lbs.	$26.40

One in a box. One dozen in a carton

MAJOR BELL TOY

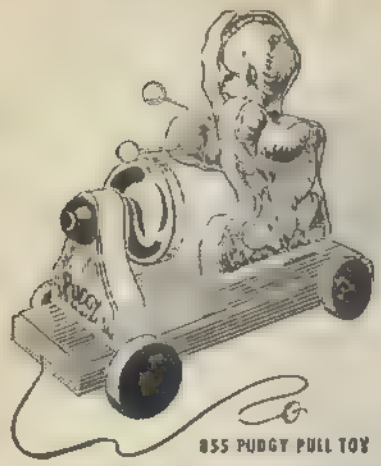
All steel platform enameled in bright color. Swinging batons. Bright lithographed colors. Moving arms jingle the bells. Length, 11½ inches. Width, 5 inches. Height, 14 inches.

No.	Wt. per ctn.	Per doz.
854	28 lbs.	$28.00

One in a box. One dozen in a carton

GONG BELL TOYS

PUDGY PULL TOY



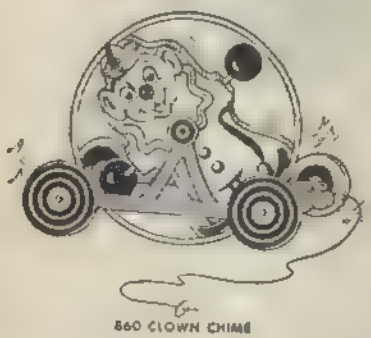
855 PUDGY PULL TOY

Large lithographed Pudgy rings two-tone gongs when toy is pulled. Steel platform, baked enamel finish, and brightly nickeled gongs. Size: 11½x4⅞x10¾ inches.

No.	Wt. per ctn.	Per doz
855	29 lbs.	$30.00

One in a box. One dozen in a carton

CLOWN CHIME


860 CLOWN CHIME

Colored lithographed clown turns cartwheels as chimes ring. Metal construction with nickeled gongs. Size, 11½x4⅜x8½ inches.

No.	Wt. per ctn.	Per doz
860	60 lbs.	$30.00

One in a box. Two dozen in a carton

JINGLE WAGON

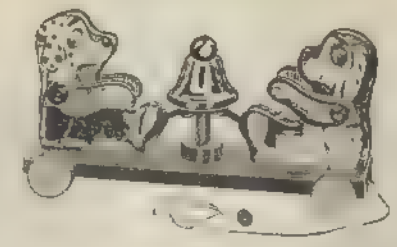
900 JINGLE WAGON

Colored wagon with barnyard designs, chimes as toy is pulled. Sturdy construction with metal bushings on axle, and four large size steel nickel plated chime wheels. Size: 15½x8¼x3⅛ inches.

No.	Wt. per ctn.	Per doz.
900	50 lbs.	$30.00

One in a box
One and one-half dozen in a carton

DING DONG DOGGIES

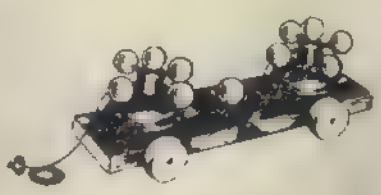


All steel platform enameled in bright color. Moving arms. Lithographed characters in bright colors. Length, 14¼ inches. Width, 5 inches. Height, 7½ inches

No.	Wt. per ctn.	Per doz.
858	38 lbs.	$28.00

One in a box. One dozen in a carton

DOUBLE RING AROUND



All steel platform enameled in bright color. Two large plated steel gongs. Eight rainbow colored revolving balls. Length, 13¾ inches. Width, 4⅞ inches. Height, 5⅝ inches.

No.	Wt. per ctn.	Per doz.
851	50 lbs.	$28.80

One in a box. One dozen in a carton

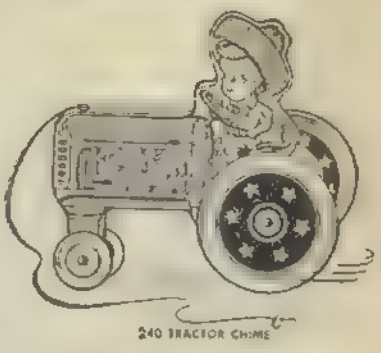
HORSE CHIME

Enameled steel wheels. Lithographed design of horse and rider. Steel plated gongs. Length, 16¾ inches. Width, 5¾ inches. Height, 8 inches.

No.	Wt. per ctn.	Per doz.
242	30 lbs.	$27.20

One in a box. One dozen in a carton

TRACTOR CHIME


240 TRACTOR CHIME

Toy tractor with colored lithographed farmer boy as driver. Front axle eccentric gives bouncing action as toy is pulled. Sturdy construction with heavy gauge steel wheels and gongs. Size, 9¾x5¼x8¾ inches.

No.	Wt. per ctn.	Per doz.
240	48 lbs	$20.80

One in a box Two dozen in a carton

VOICE PHONE

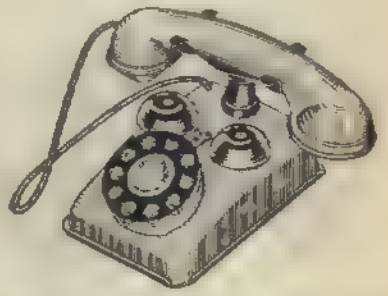
VOICE PHONE 0685

Toy phone with voice in receiver. Revolve the dial and bells ring. Heavy gauge metal, with spring return dial and shiny nickeled bells. Bright baked enamel colors. Size base, 6½x4 inches.

No.	Wt. per ctn.	Per doz.
0685	34 lbs.	$26.00

One in a box. Two dozen in a carton

DIAL PLAPHONE



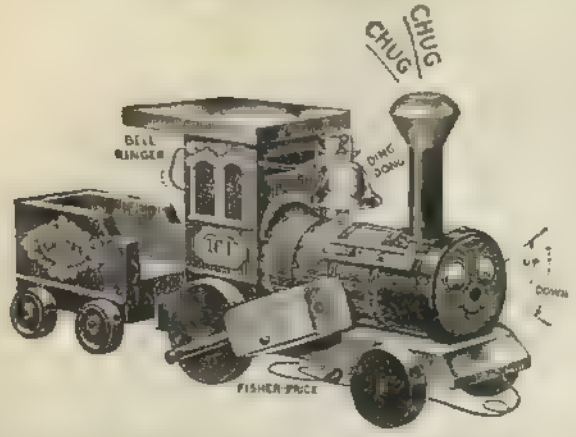
Metal toy telephone with spring return dial. Two bright plated bells. Assorted colors. Base, 6½x4 inches.

No.	Wt. per ctn.	Per doz.
0683	41 lbs.	$18.00

One in a box. Three dozen in a carton

FISHER-PRICE TOYS

LOOKY CHUG-CHUG



Solid wood, lithographed in color, with red enameled wheels. Jolly face on front of boiler, has moving eyes, and cylinder moves up and down. Large nickel bell rings. Size: 14x5¼x7 inches.

No.	Weight per doz.	Per doz.
161	30 lbs.	$38.40

One in a box. One dozen in a carton

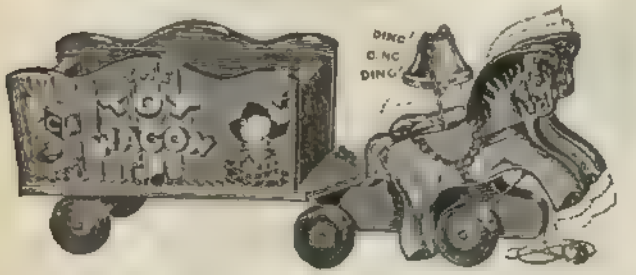
MUSICAL ELEPHANT

Gray body with colored lithographed blanket and cap. Coil spring tail and big floppy ears of suede-lined rubber fabric. Head and tail swing from side to side. Size: 12 inches long, 8 inches high, and 4¼ inches wide.

No.	Weight per doz.	Per doz
145	23 lbs.	$34.40

One in a box. One dozen in a carton

TOY WAGON



Wood construction, 2 lithographed ponies and wagon sides. Enameled wood wheels. Ringing bell attached to backs of ponies. Size: 17¾ inches long, 7½ inches high, and 5 inches wide.

No.	Weight per doz.	Per doz.
171	31 lbs.	$38.40

One in a box. One dozen in a carton

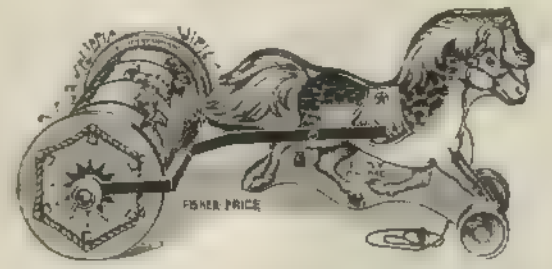
SNOOPY SNIFFER

Solid wood, lithographed in four colors. Rubber paws; floppy cloth ears, and 4-inch coil spring tail. Concealed voice "woofs." Size: 16½ inches long, 6 inches wide, and 5¼ inches high.

No.	Weight per doz.	Per doz.
180	30 lbs.	$34.40

One in a box. One dozen in a carton

PONY CHIME



Lithographed wood horse and wheels, with metal cylinder shafts. Drum, lithographed in 5 colors, portrays moving merry-go-round. Patented action inside drum plays tuneful chime. Size: 13⅝ inches long, 10 inches wide, and 6⅝ inches high.

No.	Weight per doz.	Per doz.
758	20 lbs	$27.60

One in a box. Two dozen in a carton

TEDDY TRUCKER

Solid wood, lithographed in color, with enameled wheels and steel axles. Teddy Bear hammers on nickel bell. Tailgate on truck opens. Size: 10½x7¼x4½ inches.

No.	Weight per doz.	Per doz
711	17 lbs	$20.40

One in a box. Two dozen in a carton

SILVER BRITE ICICLES
AND
ARTIFICIAL SNOW

Genuine lead foil icicles, crinkled for extra luster; and sparkling, clean mica flake snow. Market leaders. More weight lowest price per box.

AMERICAN BEAUTY
SPARKLERS

The quality sparkler always accepted as the standard of excellence. Safe for joyful holidays . . . Steady burning lots of stars. Sizes 8, 10, 14, 20 and 36 inches.

HALCO *Baby Fluffee Dolls for 1948*

Skillfully designed with emphasis on highest quality materials and craftsmanship. Artfully fashioned into lovely, eye-catching, sales-producing creations. As always, the finest quality and styling at attractive popular prices.

HALCO'S SUPERB BRAND ROLL CAPS

50 shots per roll, 5 rolls per box. Extra loud — extra fine. Long recognized as the country's best roll caps. The caps the kids always ask for.

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J. HALPERN COMPANY

610 PENN AVENUE
PITTSBURGH 22, PA.

500 FIFTH AVENUE
5TH AVE. BLDG., NEW YORK CITY

THE FIRST

REVOLUTIONARY REED CARRIAGE

SINCE GRANDMA WAS A LITTLE GIRL

SUPER ROYALTY INTRODUCES
The "REGAL" and the "IMPERIAL"

- completely different
- all metal construction
- striking new colors
- two sizes
- foot brake
- handle grip
- popularly priced
- packed one to a carton

The reed carriage is the latest addition to Super Royalty's new and improved line of folding carriages:

- Lady • Baroness
- Countess • Duchess
- Princess • Queen
- Empress - all popularly priced

VISITED AND COMMENDED BY PARENTS' MAGAZINE

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HALCO'S TEXAN HOLSTER SETS

1948's Outstanding Values
. . . Rich all-leather holsters complete with the best-made metal pistols, representing more eye appeal, more ornamentation, and more value than ever before to thrill your neighborhood bronco busters. Tops in materials, craftsmanship. Priced to Sell!
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HALCO COSTUMES
DOUGHBOY 72 BIG SHOTS
famous single shot caps. Sure fire sure seller. The best quality caps on the market

HALCO'S SKY FLIER
A beautifully finished action packed toy that uses our Doughboy Caps. Brightly colored, red white and blue. A big bang for thrills—Sky-high in Sales Appeal
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see *our new, complete selection of the most attractive and finest values in*

america's best-known and best-loved dolls

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factory: trenton, new jersey — telephone GR 5-2686

dolls

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nearest human in

appearance, feel

and texture

america's newest and most life-like dolls

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dolls

AMERICA'S FINEST DOLLS

Eugenia DOLLS
ARE BORN TO PLAY
LIFELIKE, LOVABLE . . . . . ALWAYS GAY!
GIRL DOLLS, TODDLERS, BABIES TOO
KNOW HOW TO SELL THEMSELVES — FOR YOU!

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BENJ. PORTUGAL • ROOM 534
FACTORY: 752 BROADWAY • N. Y. 3, N. Y.

HORSMAN DOLLS

SOFTEE CRY BABY

Baby doll which cries when she is laid down and continues to cry for almost two minutes unless she is picked up. When picked up, she automatically stops crying, but starts again when put down. Vinylite arms and legs, turning composition head has sleeping glassine eyes with real lashes, open mouth showing teeth and tongue. Hair is fine mohair in ringlet curl hairdo, firmly sewed. Dressed in lace-trimmed organdy dress and baby bonnet, petticoat, rubber panties, rayon socks, and white imitation leather shoes.

No.	Height	Wt. per doz.	Per doz
1977	19 in.	39 lbs.	$150.00

One in a box
One-half dozen in a carton

SOFTEE BABY DOLL

Molded vinylite arms and legs, molded wood composition turning head, large bright glassine eyes, crying voice. Mohair ringlet curl wig. Dress of fine quality organdy with lace trimming, matching bonnet, slip, rubber panties, shoes and stockings.

No.	Height	Wt. per doz.	Per doz.
1722	17 in.	27 lbs	$ 90.00
2162	21 in	35 lbs.	132.00

One in a box
One-half dozen in a carton

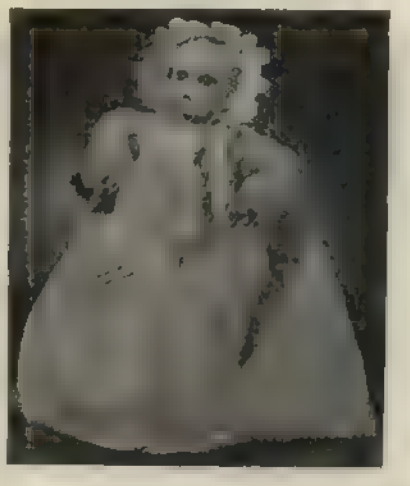
SOFTEE DOLL WITH RAYON COAT AND BONNET

Soft body. Molded vinylite arms and legs, and composition turning head. Crying voice. Moving glass eyes and lashes. Sewed mohair wig. Completely dressed in rubber panties, petticoat, shoes and stockings. Dainty organdy dress with rayon taffeta coat and bonnet.

No.	Height	Wt. per doz.	Per doz
1724	17 in.	27 lbs.	$113.20

One in a box
One-half dozen in a carton

SNUGGLE-SOFTEE DOLL



True-to-life baby doll with bright, large, painted eyes, soft ears and nostrils. Soft head and hands made of washable vinylite. Body and legs are cloth stuffed with soft cotton. Organdy dress with matching bonnet.

No.	Height	Wt. per doz.	Per doz.
101C	15 in.	22 lbs.	$51.00

One in a box
One dozen in a carton

LATEX BABY DOLL

Soft body. Natural rubber latex arms and legs, turning head. Sleeping eyes and lashes, cries. Organdy dress with bonnet to match, petticoat, rubber panties.

No.	Height	Wt. per doz.	Per doz.
991	19 in.	33 lbs.	$84.00

One in a box
One-half dozen in a carton

LATEX PINAFORE DOLL WITH WIG

Soft body. Natural rubber latex legs and arms, turning composition head. Crying voice. Moving glassine eyes with lashes. Mohair wig. Flock dot dress, white organdy pinafore, rubber panties, shoes and stockings.

No.	Height	Wt. per doz.	Per doz.
976	17 in.	25 lbs.	$84.00

One in a box
One-half dozen in a carton

HORSMAN DOLLS

LATEX BABY DOLL WITH WIG

Soft body. Natural rubber latex arms and legs, turning head. Mohair ringlet curls, sleeping eyes with lashes, cries. Organdy dress with matching bonnet, petticoat and rubber panties.

No.	Height	Wt. per doz.	Per doz
952	15 in.	17 lbs.	$64.80

One in a box
One dozen in a carton

LATEX BABY DOLL

Soft body. Natural rubber latex arms and legs and composition turning head Moving eyes and lashes. Cotton dress in assorted colors with bonnet to match. Knit panties, shoes and stockings.

No.	Height	Wt. per doz.	Per doz
950XX	15 in	17 lbs.	$49.50

One in a box
One dozen in a carton

PLASTIC BRIGHT STAR DOLL

Made of practically unbreakable plastic, delicately detailed with each finger separate and formed with finger nails, knuckles and dimples. Jointed arms and legs, swivel head, large bright glassine sleeping eyes with real lashes, open mouth showing teeth and tongue. Fine ringlet curl mohair wig. Dressed in party dress with lace trimming. Large satin hair ribbon, panties, shoes and stockings

No.	Height	Wt. per doz.	Per doz
682	18 in.	24 lbs.	$113.20

One in a box
One-half dozen in a carton

BRIGHT STAR BRIDE

Full composition, fully jointed bride doll with swivel head, large glassine sleeping eyes. Open mouth showing teeth and tongue. Sewed ringlet wig of mohair. Gowned in white rayon satin wedding dress with lace trimmed overskirt, neck and bodice. Long sweeping net bridal veil gathered in cap style. Carries bridal bouquet. Long, white cotton petticoat and panties. White rayon socks and white artificial leather slippers.

No.	Height	Wt. per doz.	Per doz.
333	13 in.	22 lbs.	$91.00

One in a box
One-half dozen in a carton

PLASTIC BRIGHT STAR DOLL

Made entirely of practically unbreakable plastic, delicately detailed with each finger separate and formed with finger nails, knuckles and dimples. Jointed arms and legs, swivel head, large bright glassine sleeping eyes with real lashes, open mouth showing teeth and tongue. Mohair pigtail wig. Dressed in pinafore and straw hat, panties, shoes and stockings.

No.	Height	Wt. per doz.	Per doz.
651	16 in.	16 lbs.	$84.00

One in a box
One-half dozen in a carton

PLASTIC BRIGHT STAR DOLL

Same as No. 651, but dressed in cotton flannel skating outfit. Shoes have metal skates attached.

No.	Height	Wt. per doz.	Per doz.
654	15 in	16 lbs.	$84.00

One in a box
One-half dozen in a carton

HORSMAN DOLLS
BUTTERCUP LAYETTE

Drinking-wetting doll with full layette. Body, arms and legs made of vinylite, natural skin color. Detailed head molded of almost indestructible plastic. Large glassine sleeping eyes with long lashes. Dressed in combination knitted skirt and diaper, and with bottle and nipple. Layette consists of lawn dress, matching hat, knitted booties, extra diaper, bar of soap, safety pins, sponge and 4 clothes pins.

No.	Height	Wt. per doz.	Per doz.
BC2	13 in.	27 lbs.	$99.00

One in a set-up box
One-half dozen in a carton

J. SCHILLING CO.
HOBBY KNIT SET

Speedy knitting machine for children 6 years and older. Uses 2, 3 or 4 ply knitting yarn or 6 to 8 ply string, carpet warp. Will knit 2 feet tubing per minute. Set includes 2 cones of yarn and complete instruction book.

No.	Wt. per ctn.	Each
Hobby Knit	55 lbs.	$8.95

One in a box
Twelve in a carton

AMERICAN TOY AND FURNITURE CO.

CHAIR-STEP COMBINATION

Made of hardwood, finished in Swedish maple. Can be used as child's chair, or by dropping the back, as a step up. Size: Seat, 7⅝ inches deep by 11½ inches wide and 15½ inches high; length folded down, 17 inches

No.	Wt. per doz.	Per doz.
6	55 lbs.	$52.80

One-half dozen in a carton

IRONING BOARD

Selected wood, sturdy three legged ironing board with metal reinforcements. Size: 30 inches long, 7½ inches wide, and 23 inches high.

No.	Wt. per doz	Per doz.
8	50 lbs.	$35.20

One-half dozen in a carton

LAWNMOWER

Cast steel wheels and 4 steel blades Finished in rainbow colors. Handle made of hard wood, natural finish. Handle grip finished in bright red. Height, 28 inches.

No.	Wt. per doz.	Per doz.
10	30 lbs.	$33.20

One dozen in a carton

HIGH CHAIR

Made of hard wood, Swedish maple finish, hand sanded. Shaped tray and foot rest. Decal on shaped back. Height, 27 inches. Width of seat, 8½ inches.

No.	Wt. per doz.	Per doz.
11	45 lbs.	$35.20

One-third dozen in a carton

All *Dolls* Should have

Moving eyes are to dolls what Sterling is to silver. They impart that extra touch that makes such a world of difference in the way dolls will sell across your counter. This year make sure to get the full value to which you are entitled. Insist on Margon eyes in all your dolls.

MARGON *Corporation*

717 AVENUE A, BAYONNE, NEW JERSEY

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Plug in for BIGGER PROFITS!
with Dolly Dell
TOY Electric
IRON
SEE THE ENTIRE FAMILY
ELECTRIC MODEL
JUST LIKE MOTHERS!
HEATS TO REALISTIC WARMTH, SAFETY feature of element CONTROLS heat — can not burn child or clothing.
NON-ELECTRIC — CAN BE HEATED ON THE STOVE
Comes in 2 Beautiful Colors: "ATOMIC RED" and "CANARY YELLOW" "LUSTRE" enameled dome.
DESIGNED WITH BUILT-IN UPRIGHT REST
The fine workmanship and exact detail makes this dynamically balanced electric iron the fastest seller in the field.
The entire Dolly Dell "Family" is designed to SELL . . . INDIVIDUALLY packed full COLOR, carton beautiful counter display furnished. THEY
WRITE DIRECT TO DEPT. K-1
See OUR NEW ADDITIONAL ITEMS AT THE TOY FAIR
SPECIAL NOTICE . . . ALL OF OUR ELECTRIC MODELS CARRY FULL UNDERWRITERS APPROVAL
M. E. HUNTER MFG. CO.
3222 SOUTH 24TH STREET, OMAHA, NEB.
NEW YORK SHOWROOMS: ROOM 320, 200 FIFTH AVENUE BUILDING, AND ROOM 669, McALPIN HOTEL

MA-MA

Mama & Papa VOICES

PA-PA

Margon is proud of the contribution it has made to the supremacy of the American doll throughout the world. Millions of little girls have been made happy with dolls that have all the lifelike characteristics made possible only by Margon voices. Little wonder that smart buyers insist on Margon Mama, Papa, and Crying voices in the dolls they buy.

MA-MA

VOICES INC.

PA-PA

717 AVENUE A, BAYONNE, NEW JERSEY

DEPT. T

MURRAY-OHIO WHEEL GOODS

MERCURY BICYCLES

BOYS' DELUXE MODEL

Specifications:
Frame: 19-inch hydrogen brazed, reinforced joints.
Fork: Drop forged, twin spring assembly
Fenders: Murray-Ohio Gothic design.
Crank: One-piece drop forged with 7-inch throw.
Rims: Steel, hook type, chrome plated.
Coaster Brake: Musselman, with hard chrome brake shoe
Pedals: Torrington No. 10.
Tires: U. S. Royal, white sidewall, 26x 2.125 balloon with inner tube.
Saddle: Troxel. Tan plastic, waterproof, compound chrome plated springs.
Handlebar: Torrington U-bar.
Grips: Textile, black.
Chain Guard: Deluxe, chrome trim. Reflector.
Truss rods: Chrome plated.
Luggage Carrier: Airplane design with jet-like blister. Chrome braces.
Parking Stand: Chrome, side kick-up type.
Tank: Streamlined, with paneling.
Reflector: On rear fender and in blister on luggage carrier. Stimsonite, mounted in chrome housing.
Headlight: Delta, two-tone roadliter.
Horn: Delta unit in tank.
Finish: Black baked enamel with vermilion and gray panels and striping.

No.	Wt. each	Each
F-28	71 lbs	$102.00

One in a carton

BOYS' SEMI-DELUXE MODEL

Specifications:
Frame: 19-inch hydrogen brazed, reinforced joints.
Fork: One-piece drop forged.
Fenders: Murray-Ohio Gothic design.
Crank: One-piece drop forged with 7-inch throw.
Rims: Steel, hook-type, chrome plated.
Coaster Brake: Musselman, with hard chrome brake shoe.
Pedals: Torrington No. 8.
Tires: U. S. Royal, white sidewall, 26x 2.125 balloon with inner tube.
Saddle: Troxel, stitchless black top. Compound chrome plated springs.
Handlebar: Torrington U-bar.
Grips: Textile, black.
Chain Guard: Deluxe design. Reflector.
Truss Rods: Chrome plated.
Luggage Carrier: Airplane design with jet-like blister. Enameled braces.
Parking Stand: Side kick-up type, cadmium plated.
Tank: Streamlined, with paneling.
Reflector: Stimsonite, in blister on carrier. Two ruby-type on carrier supports.
Headlight: Delta, two-tone roadliter.
Horn: Delta unit in tank.
Finish: Maroon baked enamel with vermilion and gray panels and striping.

No.	Wt. each	Each
F-26	69 lbs	$93.00

One in a carton

BOYS' SEMI-EQUIPPED MODEL

Specifications:
Frame: 19-inch hydrogen brazed, reinforced joints.
Fork: One-piece drop forged.
Fenders: Murray-Ohio Gothic design.
Crank: One-piece drop forged with 7-inch throw.
Rims: Steel hook-type, baked enamel.
Coaster Brake: Musselman, with hard chrome brake shoe.
Pedals: Torrington No. 8.
Tires: U. S. Royal, black, 26x2.125 balloon with inner tube.
Saddle: Troxel. Black top and springs.
Handlebar: Torrington U-bar.
Grips: Textile, black, regular.
Chain Guard: Deluxe design, enameled.
Truss Rods: White baked enamel.
Luggage Carrier: New design with fin-type apron.
Parking Stand: Side kick-up type, cadmium plated.
Tank: Streamlined, with panels.
Reflector: Stimsonite, on rear fender.
Headlight: Delta torpedo, white, mounted on fender.
Finish: Crimson red baked enamel with black and white panels and striping.

No.	Wt. each	Each
F-22	68 lbs	$83.00

One in a carton

GIRLS' DELUXE MODEL

Same specifications as No. F-28, but with Torrington No. 11 pedals, white saddle and handlebar grips, and finished in fathom blue baked enamel with peacock blue and gray panels and striping.

No.	Wt. each	Each
F-29	69 lbs	$102.00

One in a carton

GIRLS' SEMI-DELUXE MODEL

Same specifications as No. F-26, but with Torrington No. 9 pedals, white handlebar grips, and finished in ivy green baked enamel, with sage green and ivory panels and striping.

No.	Wt. each	Each
F-27	67 lbs	$93.00

One in a carton

GIRLS' SEMI-EQUIPPED MODEL

Same specifications as No. F-22, but with Torrington No. 9 pedals, and finished in royal blue baked enamel with vermilion and white panels and striping.

No.	Wt. each	Each
F-23	65 lbs	$83.00

One in a carton

MURRAY-OHIO WHEEL GOODS

MERCURY BICYCLES

BOYS' STRIPPED MODEL

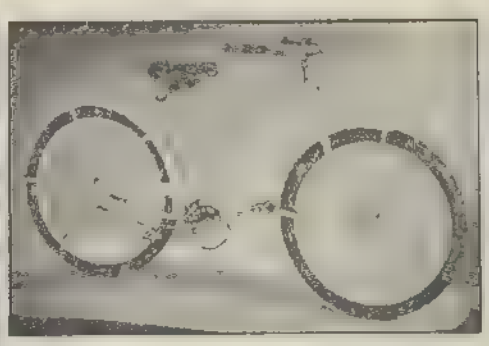
Specifications:

Frame: 19-inch hydrogen brazed, reinforced joints.
Fork: One-piece drop forged.
Fenders: Murray-Ohio Gothic design.
Crank: One-piece drop forged with 7-inch throw.
Rims: All steel hook-type, baked enamel.
Coaster Brake: Musselman, with hard chrome brake shoe.
Tires: U. S. Royal, black, 26x2.125 balloon with inner tube.
Pedals: Torrington No. 8.
Saddle: Troxel, with black top and springs.
Handlebar: Torrington U-bar.
Grips: Regular, black.
Chain Guard: Deluxe design, enameled.
Parking Stand: Side kick-up type, cadmium plated.
Reflector: Stimsonite, on rear fender.
Finish: Crimson red baked enamel with white panels.

No.	Wt. each	Each
F-20	62 lbs.	$75.00

One in a carton

BOYS' 24-INCH JUVENILE



Specifications:

Frame: 17-inch hydrogen brazed, reinforced joints.
Fork: One-piece drop forged.
Fenders: Murray-Ohio Gothic design.
Crank: One-piece drop forged with 5.5-inch throw.
Rims: All steel hook type, baked enamel.
Coaster Brake: Musselman, with hard chrome brake shoe.
Tires: U. S. Royal, black, 24x2.125 balloon with inner tube.
Pedals: Torrington No. 2.
Saddle: Troxel, with black top and springs.
Handlebar: Torrington U-bar, chrome plated.
Grips: Regular, black.
Chain Guard: Deluxe design, enameled.
Parking Stand: Side kick-up type, cadmium plated.
Reflector: Stimsonite, on rear fender.
Finish: Crimson red baked enamel with white panels.

No.	Wt. each	Each
F-34	55 lbs	$74.00

One in a carton

BOYS' 20-INCH JUVENILE

Specifications:

Frame: 16-inch hydrogen brazed, reinforced joints.
Fork: One-piece drop forged.
Fenders: Murray-Ohio Gothic design.
Crank: One-piece drop forged with 4.5-inch throw.
Rims: All steel hook type, baked enamel.
Coaster Brake: Musselman, with hard chrome brake shoe.
Tires: U. S. Royal, black, 20x2.125 balloon with inner tube.
Pedals: Torrington, Junior.
Saddle: Troxel, black top and spring.
Handlebar: Torrington U-bar.
Grips: Regular, black.
Chain Guard: Deluxe design, enameled.
Parking Stand: Side kick-up type, cadmium plated.
Reflector: Stimsonite, on rear fender.
Finish: Crimson red baked enamel with white panels.

No.	Wt. each	Each
F-40	47 lbs.	$69.00

One in a carton

GIRLS' STRIPPED MODEL

Same specifications as No. F-20, but with Torrington No. 9 pedals, and finished in royal blue baked enamel with white panels.

No.	Wt. each	Each
F-21	62 lbs	$75.00

One in a carton

GIRLS' 24-INCH JUVENILE

Same specifications as No. F-34, but finished in royal blue baked enamel, with white panels.

No.	Wt. each	Each
F-35	55 lbs.	$74.00

One in a carton

GIRLS' 20-INCH JUVENILE

Same specifications as No. F-40, but finished in royal blue baked enamel with white panels.

No.	Wt. each	Each
F-41	47 lbs.	$69.00

One in a carton

MURRAY-OHIO WHEEL GOODS

MERCURY PARK BICYCLES

BOYS' DELUXE MODEL

Specifications

Frame: 14-inch hydrogen brazed, reinforced joints. Single bar.
Fork: One-piece heavy gauge steel.
Fenders: Murray-Ohio, beaded crown.
Crank: One-piece drop forged with 3.5-inch throw.
Rims: All steel, heavy gauge, enameled tangent spoke.
Coaster Brake: Musselman, with hard chrome brake shoe.
Tires: 1¾-inch semi-pneumatic.
Pedals: Torrington, Jr.
Saddle: Troxel, black top and springs.
Handlebar: U-bar, chrome plated.
Grips: Velocipede type, black.
Chain Guard: Deluxe design, enameled.
Parking Stand: Side kick-up type, cadmium plated.
Reflector: Stimsonite, on rear fender.
Finish: Maroon baked enamel with white panels.

No.	Wt. each	Each
F-490	40 lbs.	$53.50

One in a carton

BOYS' STANDARD MODEL

Specifications:

Frame: 14-inch hydrogen brazed, reinforced joints. Single bar.
Fork: One-piece heavy gauge steel.
Fenders: Murray-Ohio, beaded crown.
Crank: One-piece drop forged with 3.5-inch throw.
Wheels: Heavy machine spoke, ball bearing, enameled.
Tires: 1¾-inch semi-pneumatic.
Pedals: Torrington, Jr.
Saddle: Troxel, black top and springs
Handlebar: U-bar, chrome plated.
Grips: Velocipede type, black.
Chain Guard: Deluxe design, enameled.
Parking Stand: Side kick-up type, cadmium plated
Finish: Crimson red baked enamel with white panels.

No.	Wt. each	Each
F-480	38 lbs	$43.50

One in a carton

GIRLS' DELUXE MODEL

Same specifications as No. F-490, but with double bar, and finished in royal blue baked enamel with white panels.

No	Wt. each	Each
F-491	40 lbs	$53.50

One in a carton

GIRLS' STANDARD MODEL

Same specifications as No. F-480, but with double bar, and finished in royal blue baked enamel with white panels.

No.	Wt. each	Each
F-481	38 lbs.	$43.50

One in a carton

MERCURY TRICYCLES

THREE WHEEL CHAIN DRIVEN

Specifications:

Frame: 1¼-inch tubular steel.
Chain Guard: Steel, encloses chain.
Platform: Heavy gauge steel, stamped.
Fender: New style rolled type.
Pedals: Bicycle type, ball bearing.
Handlebar: ¾ inch adjustable, chrome.
Saddle: Troxel. Molded rubber top and double coil chrome springs.
Wheels: Tangent spoke, ball bearing.
Chain: Standard bicycle roller type.
Tires: 1¾-inch semi-pneumatic.
Bell: Velocipede type, chrome plated.
Finish: Frame, chain guard and platform in maroon baked enamel. Fork, fender, and panelling in gold perlesk, white trim.

No.	Front wheel	Rear wheels	Wt. each	Each
F-489	16 in.	14 in.	40 lbs.	$46.90

One in a carton

Specifications

Frame: 1¼-inch tubular steel.
Chain Guard: Steel, encloses chain.
Platform: Heavy gauge steel, stamped.
Fender: New style rolled type.
Pedals: Bicycle type.
Handlebar: ¾ inch tubular, single adjustable, enameled white.
Saddle: Rubber top with springs.
Wheels: Heavy machine spoke, ball bearing
Chain: Standard bicycle roller type
Tires: 1¼ inch solid rubber
Finish: Frame, fork, fender, platform, chain guard in vermilion baked enamel. White wheels and handlebar.

No.	Front wheel	Rear wheels	Wt. each	Each
F-485	16 in.	14 in.	32 lbs.	$36.70

One in a carton

It's the best-known
N
Whee! Sell 'em fast! For NOMA's the best known name in Christmas lighting!
You bet! NOMA's tops in style . . . quality . . selling features!
NOMA
Always in the lead on new ideas!
NOMA
BUBBLE-LITES
And does the NOMA name help you make more money!

brand . . . with the greatest demand!

NOMA*

428 BUBBLE-LITE† lamp (series type)
Includes special metal clip to hold lamp upright.

PACEMAKER . . . profit maker . . . that's the Noma line again this year! And there's something "super" in store for you . . . be sure to see the Noma Exhibit at the Toy Fair.

Take advantage of the extra sales power that's in the NOMA name . . the name *more folks know best* in Christmas lighting! Cash in on the heavier Noma advertising planned for '48! Join the NOMA profit parade!

†Trade Mark

*Reg. U. S. Pat. Office

NOMA ELECTRIC CORPORATION • 55 West 13th Street, New York 11, N. Y.

THE
"Green Room"
first mezzanine
next to registration room
Hotel McAlpin
and spaces 1073-1075
• VELOCIPEDES
• CHAIN DRIVE BIKES
• DOLL CARRIAGES
• KIDDIE KARS
Hedstrom
HEDSTROM UNION CO.
FITCHBURG, MASS.

POCKET KNIVES

PAL

Length Closed 3⅝ Inches

Two blades; 1 master clip, 1 pen, both mirror finished; brass lined; nickel silver cap and bolsters.

Per dozen

No. R1823—Stag handle; wt. per dozen 1½ lbs. ....$ ....

No. R1825—Plastic pyramite handle; wt. per dozen 1½ lbs..... . ...

One-half dozen in a box.

Length Closed 3⅝ Inches

Two blades; 1 master clip, 1 pen, both mirror finished; brass lined; nickel silver cap and bolsters

Per dozen

No. R1853—Stag handle; wt. per dozen 1½ lbs .. . $ ..

One-half dozen in a box

Length Closed 3⅝ Inches

Two blades; 1 master spear, 1 pen, both mirror finished; brass lined; nickel silver cap and bolsters.

Per dozen

No. R2203—Stag handle; wt. per dozen 1¾ lbs. ....$ .. .

One-half dozen in a box.

POCKET KNIVES

PAL

Length Closed 3⅝ Inches

Two blades; 1 master clip, 1 pen, both mirror finished; brass lined; nickel silver cap and bolsters

Per dozen

No. R2213—Stag handle; wt. per dozen 1¾ lbs ... . $.....

One-half dozen in a box

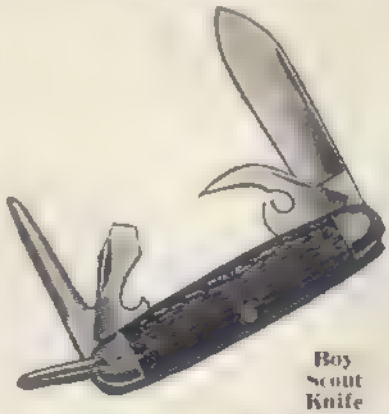
Length Closed 3¾ Inches

Three blades; 1 master clip, 1 sheepsfoot, 1 pen, all mirror finished; brass lined; nickel silver bolsters

Per dozen

No. R3267—Stag handle; wt. per dozen 2½ lbs. ..... $

One-half dozen in a box



Boy Scout Knife

Length Closed 3¾ Inches

Four blades; 1 master spear, 1 combination bottle cap lifter and screwdriver, 1 can opener, 1 punch blade, all mirror finished; brass lined; nickel silver bolsters and shackle.

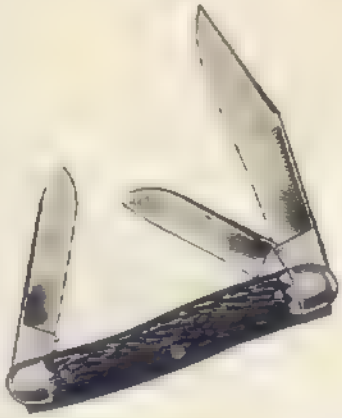
Per dozen

No. RS3333X—Stag handle; wt. per dozen 3½ lbs. . .. $..

One-half dozen in a box

POCKET KNIVES

PAL



Length Closed 3⅞ Inches

Three blades; 1 master clip, 1 sheepsfoot, 1 flesh or speying, all mirror finished; brass lined; nickel silver bolsters.

Per dozen

No. R3553—Stag handle; wt. per dozen 2½ lbs .. ..$.....

One-half dozen in a box

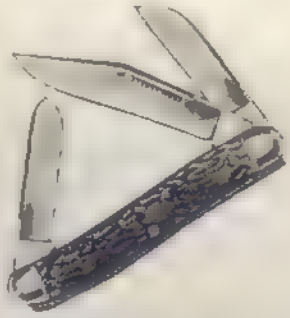
Length Closed 3⅞ Inches

Three blades; 1 master clip, 1 punch, 1 flesh or speying, all mirror finished; brass lined; nickel silver bolsters.

Per dozen

No. R3563 Stag handle; wt. per dozen 2½ lbs ..$.

One-half dozen in a box



Length Closed 3⅝ Inches

Three blades; 1 master clip, 1 sheepsfoot, 1 flesh or speying, all mirror finished; brass lined; nickel silver bolsters.

Per dozen

No. R3993—Stag handle; wt. per dozen 1¾ lbs. . .. ..$. ..

One-half dozen in a box.

POCKET KNIVES
PAL

Length Closed 3⅞ Inches

Two blades; 2 lance type, both mirror finished; brass lined; nickel silver bolsters.

A muskrat knife, ideal for skinning all small fur-bearing animals.

Per dozen

No. 4597—Stag handle; wt. per dozen 2 lbs. ..... $ ....

Length Closed 3⅝ Inches

Three blades; 1 master spear, 1 spey, 1 pen, all mirror finished; brass lined; nickel silver bolsters.

Per dozen

No. 4637—Stag handle; wt. per dozen 1½ lbs. ..... $

Length Closed 3⅜ Inches

Three blades; 1 master spear, 2 pen, all mirror finished; nickel silver lining; nickel silver tips.

Per dozen

No. R6460—Bone stag handle; wt. per dozen 1¼ lbs. .. .$ ..

Length Closed 3⅜ Inches

Same general description as No. R6460 listed above, except has pearl handle.

Per dozen

No. R6445—Pearl handle; wt. per dozen 1¼ lbs. .....$..

All above, one-half dozen in a box.

POCKET KNIVES
PAL

Length Closed 3 Inches

Two blades; 1 large spear, 1 pen, both mirror finished; nickel silver lining; nickel silver bolsters

Per dozen

No. R6463—Stag handle; wt. per dozen ¾ lb. .....$.....

One-half dozen in a box.

Length Closed 3 Inches

Same general description as No. R6463 listed above, except has pearl handle.

Per dozen

No. R6465—Pearl handle; wt. per dozen ¾ lb. ... .$.....

One-half dozen in a box.

Length Closed 3 Inches

One blade; pen, mirror finished; nickel silver lining; nickel silver shackle.

Available with or without shackle, specify which desired when ordering

Per dozen

No. R6475—Pyramite handle; wt per dozen ⅝ lb. .....$.. ..

One-half dozen in a box.

Length Closed 3 Inches

Two blades; 1 spear, 1 pen, both mirror finish; nickel silver lining; nickel silver shackle.

Per dozen

No. R6495 Pyremite handle wt per dozen ¾ lb. . $

One-half dozen in a box.

YOUR GUIDE

To Profitable Buying

Knowing our catalog as well as you know your own stock will save you time and money.

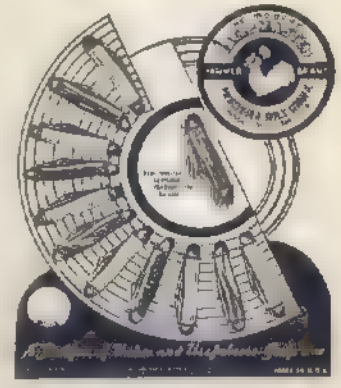
POCKET KNIFE ASSORTMENTS
JACK-MASTER

Polished electrically tempered steel blades, full alloy bolsters stamped "Barlow."

Per assortment

No. JM435AC—**Assortment**, consists of one dozen two blade knives, 3⅛ in. long, with clip and pen blades, assorted red and black imitation pearl handles, mounted on display card; wt. per assortment 1¾ lbs. . .....$.....

One assortment in a box.



Length Closed 2¾ and 3⅛ Inches

Special high carbon cutlery steel blades; nickel bolsters; brass lined

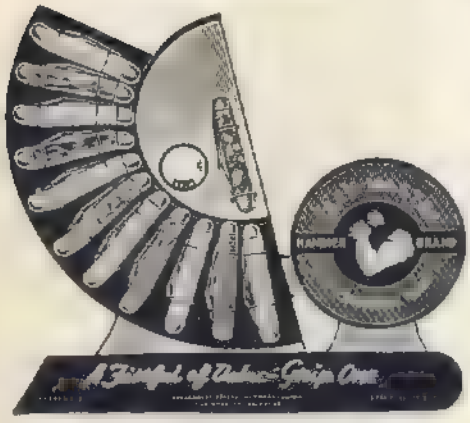
Per assortment

No. JM77—**Assortment**, consists of one dozen medium size three blade knives; assorted lengths; clip, spey and pen blades; assorted handles; wt. per assortment 1½ lbs. . . . . .$.. ..

One assortment on a display card.

POCKET KNIFE ASSORTMENTS

JACK-MASTER



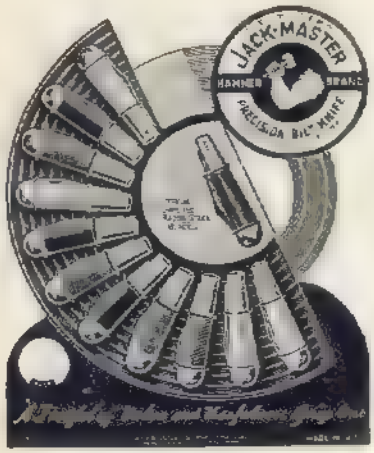
Length Closed 3¼, 3⅝ and 3½ Inches

Special high carbon cutlery steel blades, assorted straight, serpentine and sleeveboard patterns.

Per assortment

No. JM2-BL—Assortment, consists of one dozen two blade knives, assorted lengths; assorted blades, master clip with pen and master spear with pen; assorted handles; wt. per assortment 1⅝ lbs. . . . . .$.

One assortment on a display card



Length Closed 3⅝ Inches

Special high carbon cutlery steel blades; full nickel type bolsters marked Barlow.

"Barlow" Jack Knives

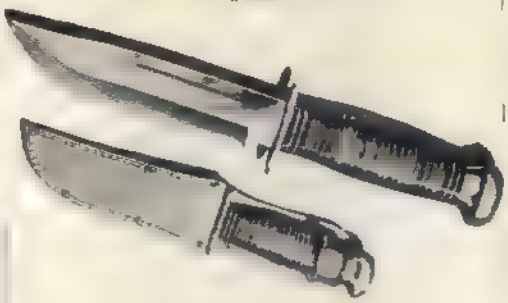
Per assortment

No. JM266—Assortment, consists of one dozen two blade knives, master clip and pen blades; assorted red, black, and imitation pearl handles; wt. per assortment 1½ lbs. .....$. . . .

One assortment on a display card.

HUNTING KNIVES

PAL



With Sheath

Blade and tang one solid piece high carbon cutlery steel; expertly hardened, tempered and ground, mirror finish, hone edged. Leather and colored fibre disc handle. Hard cast aluminum butt; thumb guard.

Reinforced oaktan leather sheath with snap fastener loop.

Per dozen

No. RH36—10¾ in. long over all, 6¼ in. blade; wt. per dozen 9 lbs. . . . .$. .

With Sheath

Beveled blade made of high carbon cutlery steel; polished handle made of leather washers and fibre discs, thumb guard, aluminum butt; oaktan reinforced leather sheath with snap fastener loop.

Per dozen

No. RH24—8 in. long over all, 4 in. blade; wt. per dozen 5⅔ lbs. $. . . .

With Sheath

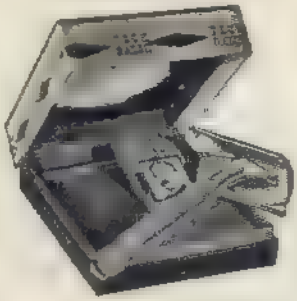
High carbon cutlery steel blade, mirror finished, edge honed; leather washer and fibre disc handle; thumb guard; aluminum butt; oaktan reinforced leather sheath with snap loop fastener.

Nos.	RH50	RH51
Length over all, in.	8½	8
Blade, in.	4½	4
Wt. dozen, lbs.	6	2⅔
Per dozen	$	

All above, one-half dozen in a box

SAFETY RAZORS

GILLETTE TECH



Tech razor with new sure grip knurled handle and 4 vital saving improvements: rigid blade support, non-clogging, solid bar guard and tread which prevents skin nicks Per carton

Gillette Tech—Set, consists of one all metal gold plated Tech razor and 5 Gillette blue blades in an attractive box wt per set ¼ lb . . . . . $ . . . .

Ten sets in a carton

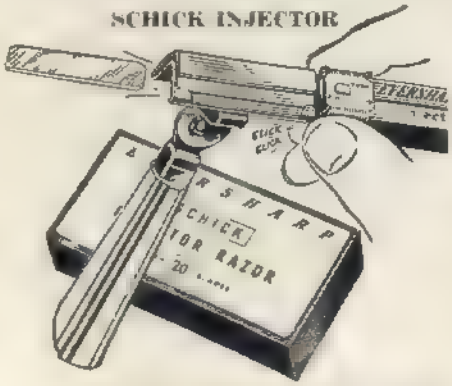
GILLETTE GOLD TECH

Tech razor with husky sure grip handle and all latest improvements. Metal traveling case covered with blue Texol fabric

Per carton

Gold Tech—Set, consists of one gold plated Gillette Tech razor and 5 Gillette blue blades in a metal traveling case wt per set ⅝ lb. . . . .$

SCHICK INJECTOR



An outstanding razor for perfect shaving, automatic blade alignment insures smooth, uniform shaving. Sealed injector holds blades which can be changed without touching them. Per carton

Schick-Injector—Set, consists of one gold plated Schick Injector razor with onyx handle and 20 blades in an attractive box; wt per set ⅝ lb. .....$. .

All above, twelve sets in a carton

SENSATIONALLY NEW! SENSATIONALLY LOW PRICED!

The New ASTRA-SONIC Portable Wire Recorder RADIO-PHONO

It's a WIRE RECORDER
It's a 7-TUBE AC RADIO
It's a PHONOGRAPH
(Playing 10 or 12-inch Records)
It's a PUBLIC ADDRESS SYSTEM

COMBINED INTO ONE COMPACT PORTABLE UNIT

CHECK THESE FEATURES . . .

WIRE RECORDER . . .

- 2-WAY AUTOMATIC SHUT-OFF
- HIGH FIDELITY RECORDING HEAD
- "DUB-IN" MIKE FEATURE
- GEAR-DRIVEN SYNCHRONIZED TIMING METER
- STURDY CRYSTAL MICROPHONE
- COMPLETE ERASURE OF EVEN OVERLOADED SIGNALS

RADIO . . .

- 4-WATT AUDIO OUTPUT
- 7-TUBE AC RADIO-AMPLIFIER
- CONTINUOUSLY VARIABLE TONE CONTROL
- BUILT-IN LOOP ANTENNA

PHONOGRAPH . . .

- LIGHT WEIGHT CRYSTAL PICK-UP
- LONG LIFE PERMANENT NEEDLE

TIMING METER For Locating Recording on Wire

COMPLETE WITH CRYSTAL MIKE

Has many features not found in other wire recorders. By merely flicking switch, recordings can be made from radio, phonograph, or microphone directly on wire recorder. In addition, the user may simultaneously superimpose his own recording upon any radio program or record. Other features include: synchronized timing meter which aids in locating specific recording on wire, oilite bearings; triple duty constant speed motor, 4 watt audio output, flat response from 100 to 7500 cycles; AM or FM input; external speaker output; external amplifier input, can be used as public address system using 3 watt output. Heavy gauge steel construction, 7¼ in. speaker. Radio has standard band 550-1600 kcs. **Complete with 2 spools of wire.** Overall dimensions, 19x14⅝x9½ in. Weight 34 lbs. Smart simulated leather cabinet and cover. 105-120 volts, A.C.

No. 4R-748 LIST 199.50. Dealer's, each, **129.67.** Less 2%, Net.....

COMPLETE WITH 30 MIN. AND 15 MIN. WIRE SPOOLS

127.08

ADDITIONAL RECORDING WIRE SPOOLS

Three different lengths. Wound on spools, ready for use

Length	LIST	Each	NET
60 min.	5.00	3.00	2.94
30 min.	3.00	1.80	1.76
15 min.	2.00	1.20	1.18

Philharmonic CONSOLE COMBINATION RADIO PHONOGRAPHS

with AUTOMATIC RECORD CHANGER and FM

Plus These Quality Features . . .

- ★ 12 Tubes including Rectifier
- ★ Oversize 12-inch Alnico 5 Speaker
- ★ 2-Band Superheterodyne, AM and FM
- ★ Self-Contained Loop and Dipole Antennas for both AM and FM
- ★ Automatic Record Changer Plays Twelve 10-inch or Ten 12-inch Records Rapidly, Silently.
- ★ 10-Watt Output, Push-Pull Amplification
- ★ Operates on 105-125 Volts, 60 Cycles A.C.

Has all of the features found in top quality sets, yet so inexpensive that the most thrifty radio prospect will be amazed. Here is a powerful radio set that will bring in those distant stations with true clarity of tone and with plenty of volume. Also features static free **FM reception,** not found in consoles in this price range. The exquisite 18th century, acoustically designed cabinet will enhance any interior setting . . . offers everything in the way quality appearance. Tube complement 6BA6, 6BE6, two 6SK7, 6SA7, 6AL5, two 6SQ7, 6SH7, 5Y3GT and two 6K6GT. Frequency ranges **AM,** 54-1600 KC **FM,** 88-108 MC. Intermediate frequencies. **AM,** 456 KC, **FM,** 10.7 MC. Weight 94 lbs.

No. 4R-448C.
LIST 299.50
Dealer's, each **159.50**
Lots of 3, each **155.50**
Less 2%, Net .. ....

152.39

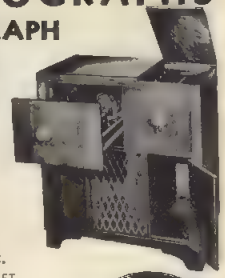
Cabinet of Richly Grained Mahogany Veneers with Large Compartment for Storing Record Albums.

34 in. high
34 in. long
16 in. deep

THE THRILLING NEW 1948 *Philharmonic* CONSOLE COMBINATION RADIO-PHONOGRAPHS

NEW Philharmonic FM RADIO-PHONOGRAPH with Automatic Record Changer

33 in. high
30 in. wide
16 in. deep



- FM-AM SUPERHETERODYNE
- 7 TUBES Including Selenium Rectifier
- BUILT-IN LOOP and DIPOLE ANTENNAE for AM and FM
- 8-INCH SPEAKER with Alnico 5 Permanent Magnet
- VARIABLE TONE CONTROL
- 105-125 Volts, 60 Cycles A.C.
- Selected WALNUT VENEER CABINET with Ample Record Storage Space

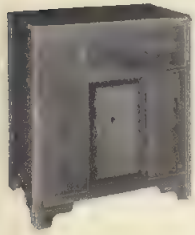
Automatic Record Changer Plays 12 Ten-inch or 10 Twelve-inch Records, Rapidly, Silently, Efficiently.

This *Philharmonic* has all the wonderful features your customers want: 2-band superheterodyne, FM and AM -- Automatic record changer -- Large full-tone speaker with Alnico V permanent magnet -- Variable tone control, deep base to high treble -- 2 antennas, for AM and FM -- Smartly styled cabinet of selected walnut veneers with large record compartment -- 7-tubes including rectifier -- Frequency range, AM, 540-1600 KC, FM, 88-108 MC, with intermediate frequencies, AM, 456 KC; FM, 10.7 MC -- Power source, 105-125 volts, 60 cycles, AC current. Tube complement: three 12BA6, one 12BE6, one 6AQ6, one 12H6, and one 50B4. Weight, 75 lbs. Height, 33 inches. Length, 30 inches. Depth, 16 inches. Made to sell for 199.50.
No.JR-248C. Dlr's., each, 116.50. 3, ea., 113.50. Less 2%, Net.....

MADE TO SELL FOR 199.50

23 NET

Philharmonic RADIO-PHONOGRAPH with Automatic Record Changer



- 7-Tube push-pull superheterodyne circuit.
- Alnico V PM speaker with oversize permanent magnet.
- Automatic record changer stacks 12 ten-inch records . . . operates swiftly—quietly.
- Stunning classic 18th Century cabinet of hand-rubbed walnut veneers.
- Ample storage space for records.

32 in. high
30 in. wide
18 in. deep

7-tube including rectifier, superheterodyne with push-pull amplification, Alnico V PM speaker with permanent magnet for finer tone quality; Automatic record changer plays 12 ten inch records or 10 twelve inch records, rapidly, silently, efficiently; Built-in loop antenna; Frequency range, 540-1700 KC, with intermediate frequency of 456 KC; Power source, 105-125 volts, 60 cycles, AC only; Console cabinet of richly grained walnut veneers; Spacious compartment for records.
No.JR-100C. LIST 169.50. Dlr's., ea. 83.50. 3, each, 81.50. Less 2%, Net.....

79.87 NET

NOTE: All Radios May Be Assorted For Quantity Prices

PORTABLE RADIOS AND PHONOGRAPHS

6-TUBE GENERAL TELEVISION RADIO

AC-DC Home PORTABLE

Housed in Highly Attractive Contrasting Ivory and Ebony Plastic Cabinet

This handy 2-tone 6-tube (including rectifier) radio with its powerful superheterodyne circuit, extreme sensitivity, and keen selectivity represents plenty of radio enjoyment. The 5 in PM speaker with new Alnico magnet means exceptionally fine tone quality and ample volume without distortion. Also has efficient built-in loop antenna. The Ebony moulded plastic cabinet is beautifully contrasted with Ivory speaker grill, dial frame, handle and knobs. Just the right size . . . 10½ in. wide, 6¾ in. high, 5 in. deep. Made to retail for 34.95.

No. 1R-DB8.
Dealer's, each, 14.06.
Lots of 3, each, 14.25.
Less 2%, Net **13.96**

• Note Smartly Designed Cabinet

AC ONLY

Simulated Leather Covered Cabinet

Imperial PORTABLE ELECTRIC PHONOGRAPH

- "Clear Tone" Speaker
- Built-in Amplifier
- Quiet Self-Starting Motor

This portable electric phonograph is one of the greatest values on the market today! Built-in amplifier with 2 RCA licensed tubes including rectifier. Large 4-inch P.M. dynamic speaker for perfect tone. Smooth, quiet electric motor. Smart simulated leather case. 14-in. wide, 13¾-in. deep, 7½-in. high. 110-125 volt. AC only. LIST 19.95.

No. 1R-7015.
Dealer's, Ea., 15.76.
Lots of 3, Ea., 14.96.
Less 2%, Net **14.66**

Portable BAR and RADIO

Nationally Advertised

PORTO BARADIO

- It's Different
- It's Smart
- It's Swanky

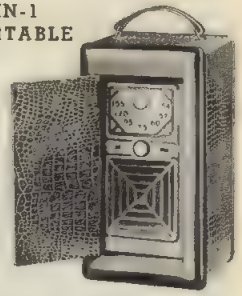
THE ONLY PORTABLE BAR AND RADIO

Porto Baradio, a most sensational plastic service bar equipped with a radio receiver. This fully equipped 21 piece set includes two glass decanters, six handsome highball glasses, four jigger glasses, glass ice tray and six glass mixers. Porto Baradio is equipped with a Stewart-Warner highly selective Superheterodyne radio, featuring 7 tube performance with 5 tubes, including 2 dual purpose tubes, loop antenna, P. M. speaker, automatic volume control and simple tuning arrangement. The radio receiver is completely housed and protected in a specially constructed chamber insuring protection from any liquid against damage or interference with performance. Cabinet of Bakelite construction.

No. 4R-PB520: Walnut with Ivory grill and handles.
No. 4R-PA518: Ivory with Gold grill and handles.
LIST 49.95. Dealer's, each, 39.60
Less 2%, Net..... **29.02**

TOM THUMB 3-IN-1 PERSONAL PORTABLE RADIO

With Patented Automatic Battery Rejuvenator



- 4 TUBE SUPERHETRODYNE
- LONG LIFE SELENIUM RECTIFIER
- SEVEN TUBE PERFORMANCE
- BUILT-IN PORTA-LOOP ANTENNA
- BEAUTIFUL CASE OF SIMULATED LEATHER AND RICH COLOR PLASTICS

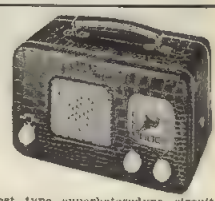
Operates On AC-DC or Batteries

They said it couldn't be done, but your customers will find **Tom Thumb** portable contains a self charging automatic rejuvenator battery which increases normal battery life. Operates on AC-DC or batteries. American Broadcast Band reception. Size 4⅞x8⅝x4⅞ in.

No. 1R-ATTP. List 39.95 Dealer's, Each, 27.97
Less 2%, Net..... **27.41**

KIT OF BATTERIES FOR TOM THUMB 3-in-1 PORTABLE RADIO
No. 1R-TOM. List 2.95. Dealer's, Each, 2.08
Less 2%, Net..... **1.99**

Imperial PERSONAL 3-WAY PORTABLE RADIO



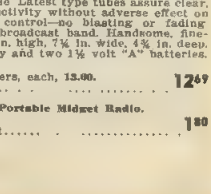
- AC-DC or Batteries
- Built-in Loop Antenna
- Automatic Volume Control
- Size 5x8½x4¼ in.
- Weighs Only About 6 Lbs.

Plays anywhere—anytime! Latest type superheterodyne circuit licensed under RCA patents. 4 tubes plus rectifier tube and 3½ in. P.M. dynamic speaker. Improved tone quality and performance. LUGGAGE style portable cabinet—attractive leatherette covering and **Plastic Grille.** Convenient leather handle. Operates on 105 to 125 volts, 50-60 cycles, AC-DC and batteries. Requires 1 67½ volt B Battery and 2 1½ volt flashlight type A Batteries

No. 1R-5028. LIST 24.95. Dealer's, ea. 18.85. Lots of 3, ea., 17.47. Less 2%, Net..... **17.12**

KIT OF BATTERIES FOR ABOVE PERSONAL PORTABLE RADIO
No. 1R-265B. LIST 2.65 Dealer's, per kit, 1.84
Less 2%, Net..... **1.80**

Imperial BATTERY OPERATED PORTABLE MIDGET RADIO



- 4 TUBES (2-DUAL PURPOSE TUBES)
- 3½ INCH P. M. ALNICO SPEAKER
- BUILT-IN LOOP ANTENNA

Plays Anywhere!

Sized right for convenient traveling—weighs only 4½ lbs. Has strong, comfortable, built-in handle. Latest type tubes assure clear, undistorted tone and sharper selectivity without adverse effect on battery life. Automatic volume control—no blasting or fading. Built-in loop antenna. Standard broadcast band. Handsome, fine-toned, smart leatherette finish. 5 in. high, 7¼ in. wide, 4¾ in. deep. Requires one 67½ volt "B" battery and two 1½ volt "A" batteries. List 17.95.

No. 1R-5020. Less Batteries. Dealers, each, 13.00.
Lots of 3, each 12.95. Less 2%, Net..... **12.69**

KIT OF BATTERIES for Above Portable Midget Radio.
No. 1R-265B. List 2.65
Dealer's, per kit, 1.84. Less 2%, Net..... **1.80**

A GREAT GAME WITH A GREAT NAME!

The CROSBY DERBY

APPROVED DE LUXE SIZE

$2.95 RETAIL FAIR TRADED

Packed with all the thrills, excitement and chance of a real horse race!

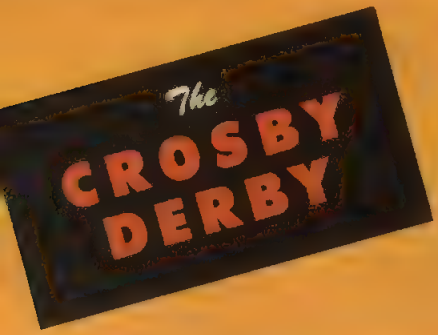
See Other Side

NOW ALSO IN A NEW POPULAR SIZE

$1.98 RETAIL

NEW POPULAR SIZE $198 RETAIL

Improved De Luxe Size $295 RETAIL



Tops in entertainment! Fun for everyone! CROSBY DERBY, a brand new, grand new game based on Horse Racing, the King of Sports—Four Fast and Fascinating Games in One! CROSBY DERBY has everything! Thrills—Action—Sport! World-Famous Horses! Playing Money, Mutuel Tickets, Odds. Any age, any number of persons can play CROSBY DERBY . . . at home, at the club, at parties! Get on the right track with CROSBY DERBY!

4 GREAT GAMES IN ONE

*"ODDS"—Game operates like a real track! Odds determined before betting begins.

*"ODDS BLIND"—Similar to above, but bets are made before odds are determined.

*"PLAYERS POOL"—No Odds! Bets pooled and split between winners.

*"JOCKEY'S CHOICE"—Each player "rides" a horse. It's fast and exciting.

TAKE YOUR CHOICE of FOUR different games with CROSBY DERBY! Any number of persons can play. It's all based on rules and principles of actual horse races, all scientifically and mathematically correct. No two races alike! Actual track time less than two minutes a game. In "Odds" and "Odds Blind," the odds change in each race. Fair for All! Fun for All! Play CROSBY DERBY!

THE FAVORITE of millions, Bing Crosby symbolizes the best in entertainment . . . in the movies, on the radio, on phonograph records—and now you have the Crosby Derby! For CROSBY DERBY is a Champion Among Games! Packed with all the thrills, excitement and chance of a real horse race, CROSBY DERBY offers the fast-paced lively entertainment Americans love! Everyone can play it, everyone enjoys playing CROSBY DERBY—grownups and children alike. The rules are simple, easy to follow. Equipment consists of a game board with the "odds" board at lower end, a deck of special playing cards, horses, playing money, mutuel tickets, and instructions. Get the gang together, play CROSBY DERBY!

FISHLOVE INDUSTRIES, 712 N. FRANKLIN, CHICAGO 10, ILL.

America's No. 1 Game!

The CROSBY DERBY

Now also in new popular size . . . .

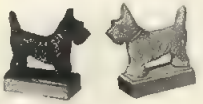
$1.98 *Retail*

The game broadcast daily to millions over coast-to-coast radio. Nationally advertised and favorably commented upon by leading columnists. The game that is foremost in consumer demand. Now Crosby Derby in a new popular price is a greater seller than ever! It has the same size playing field, similar equipment, packaged in a beautifully colored box measuring 15x9 in. Order both sizes now!

FISHLOVE INDUSTRIES, 712 N. FRANKLIN ST., CHICAGO 10, ILL.

America's Leading Source for:

MAGNETIC HITS!



"Tricky Dogs"

"Battling Pals"

Also New

- "Super Dogs"
- "Cat & Dog"
- "Ma & Pa" and others!

25c SELLERS attractively packaged for eye-stopping display. Money-makers, all! Immediate delivery! Write for prices.

See Us at Room 843 McALPIN HOTEL

COMIC NOVELTIES!

American "Hairless Dog"

PRIZES
JOKERS
FAVORS
SOUVENIRS
10c to 50c Sellers

17 NEW ITEMS!

Highball Glasses

Petty Girls
Varga Girls

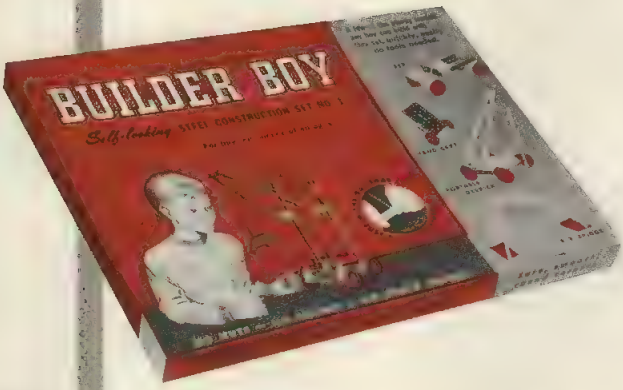
Venus Salt & Pepper Shakers

Write for Catalog!

H. FISHLOVE & CO., 712 N. Franklin St., Chicago 10, Ill.

OUTSOLD

*other sets 6 to 1**

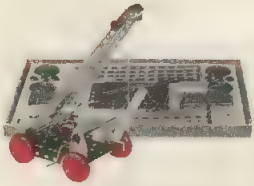


NO NUTS

NO SCREWS

NO RIVETS

A completely new snap-lock method of joining members makes this construction set by far the easiest and fastest to use. No nuts, screws, rivets or tools needed. Set contains all nickel plated steel and colored plastic parts necessary to build dozens of working models . . . quickly, easily. Appeals to "boy engineers" of all ages.



ONE OF 25 WORKING MODELS shown in the 4-color, 12-page instruction book . . . completely keyed for easy, step-by-step building. Countless other models can be devised . . . even by small children.

RETAILS FOR **$1.98**

Individually packaged in 17 x 12½ in. boxes. Shipping weight: 35 lbs. per carton of 1 dozen boxes. F.O.B. Chicago.

FAIR TRADED AND SUBJECT TO USUAL TRADE DISCOUNTS

WRITE FOR SAMPLE TODAY

Sales tests reveal why there's a ready market

In a market test of BUILDER BOY conducted just before Christmas of '47, one important factor stood out: Parents of 5, 6, and 7-year-olds welcomed this set with open arms! They could see that here, at last, was a construction set "Junior" could assemble easily, quickly.

And they bought because the price was right . . . $1.98 for 25 fascinating toys in one — real working models illustrated in the four-color instruction book.

Examine a sample of this new "start 'em young" construction set, and you'll agree that it's a ready market proposition in any locality. Because distribution will definitely be limited to materials available . . . Write or wire today to:

THE NORWOOD COMPANY
6467 N. AVONDALE AVE., CHICAGO 31, ILL.

Manufacturers of the "Song Flute" and other plastic and steel specialties.

STORE TESTED

Sets retailed for no less than $1.95 in any store
Names available on request.
Write Norwood Company.

"Put us down for 12 gross in '48."

SOUTH BEND *So writes the buyer for a leading department store in South Bend, Indiana (Pop. 119,600) Without benefit of demonstrator or newspaper advertising, this store re-ordered four times in 15 days . . sold 504 sets in 20 days before Christmas '47. BUILDER BOY was displayed on same "island" with competing sets . . . outsold them all by a wide margin.*

"Biggest selling toy we've ever handled!"

ELKHART *— an unsolicited statement from the buyer of an Elkhart, Indiana, department store . . . in a typical Midwest city of 37,800. Re-ordered three times. Sold 162 sets in 22 days (no demonstrator). Outsold other sets put together by 6 to 1!*

"Averaged a gross a day."

CHICAGO *The four stores here got a late start . . . just 18 selling days. But what a finish! Total sales: 2,592 sets by these outlets of a well-known department store chain. Demonstrator used part-time in one of the four stores.*

BUILDER BOY

REGISTERED TRADE MARK

Self-locking STEEL CONSTRUCTION SET NO. 1

U. S. PAT NO 2226763

Larger Sets Available Soon — Write for Advance Information

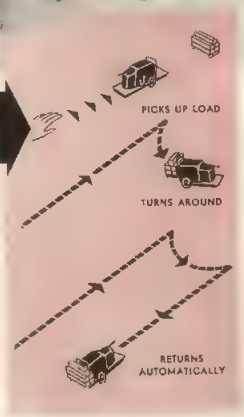
NEW YORK TOY FAIR PREVIEW • 520 HOTEL BRESLIN • DON'T MISS IT!

New **SENSATIONAL MECHANICAL TOY... FASCINATING IN ITS LIFE-LIKE ACTION**

NY-LINT LIFT TRUCK

Retail Price $3.98 each

PICKS UP LOAD... TURNS AROUND... RETURNS *Automatically!*



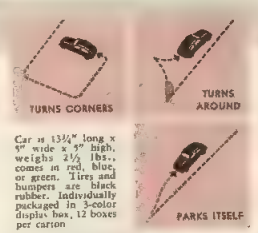
Here is a new and different action toy; a natural for gift sales throughout the year! Youngsters are fascinated by its life-like action . . . parents appreciate its value as a quality-built toy. The LIFT TRUCK moves forward a controllable distance, lowers its lift platform, picks up a load, and returns to the operator — *all automatically!* Straight-run and turnabout travel, as well as raising and lowering of the platform, are all governed by a patented double-cam mechanism*. The body is *one-piece, deep drawn, heavy-gauge metal* for durability, and the spring-powered mechanism is strongly built to assure dependable operation. Truck is 11" long x 4" wide x 4" high; comes in gleaming, lamp-baked, red or green enamel; weighs 2 lbs. Load capacity is 14 oz. Each truck is packaged in an individual gift box with complete operating instructions. Carton contains 24 boxes.

SELL THE AMAZING NY-LINT CAR

IT TURNS CORNERS • IT TURNS AROUND • IT PARKS ITSELF

Retail Price $3.98 each

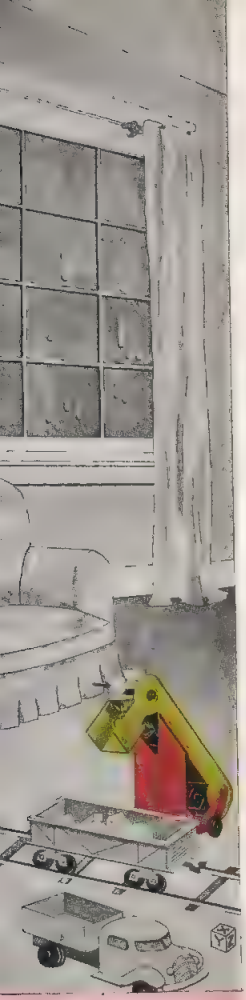
Be sure to feature the popular, wonderfully realistic NY-LINT car! It will run to a selected spot, make a backing turn, and come back. It will turn corners, like driving around the block. Or, it will park itself like a real automobile *by backing into a selected space.* Like the LIFT-TRUCK, it has a one-piece body and firmly assembled mechanism.



Car is 13¼" long x 5" wide x 5" high, weighs 2½ lbs., comes in red, blue, or green. Tires and bumpers are black rubber. Individually packaged in 3-color display box, 12 boxes per carton

*Pat. No. 2,172,416 — Other Patents Pending

NY-LINT TOOL AND MANUFACTURING COMPANY
1823 SIXTEENTH AVENUE • ROCKFORD, ILLINOIS



rain or shine it's playtime

$1.98

loading conveyor

A year round metal mechanical toy, new in its price class, sturdily constructed with a glossy baked enamel finish. It has a shiny link belt of heavy aluminum. A mobile unit on rubber wheels, 10" high, 10½" long, individually boxed, 12 boxes to a carton.

GEO. FRANK
Eastern Representative
1186 Broadway, New York

ATLANTA TOY MART
Southern Representative
1022 Juniper St., N.E.
Atlanta, Ga.

S&W Products · Reiffton, Pa.

THE WINS!

Wins first place with Young America because they just pump it up and away it speeds with a realistic putt-putt that sounds exactly like a real gas engine.

Wins praise from parents because it's sturdy—made of 1/16" aluminum . . . has inflated, puncture-proof tires . . . has no springs or gears to wear out or break . . . has a spring bumper to protect furniture and walls.

Wins acclaim from magazines, newspapers and radio because it's the *only* pneumatically-powered toy on the market, and truly an example of American mechanical genius.

Wins enthusiasm from dealers and buyers as the fastest selling, most appealing year-'round toy in the mechanical field.

1947's Most Publicized Mechanical Toy

Called the "trickiest U.S. model" by TIME. Written up in HOUSE BEAUTIFUL, PARENTS, POPULAR SCIENCE, SCIENCE & MECHANICS. Publicized in SATURDAY EVENING POST, LOOK, LIFE, LIBERTY and COLLIER'S. Featured in newspapers and on radio. Prominently displayed in leading toy catalogs.

Read what these buyers say about the TORNADO!

From a leading Chicago department store:

"Your TORNADO Racer aroused tremendous customer interest and resulted in a great quantity of sales. It can be listed as one of the fastest selling toys in my entire section. I look forward to an even greater year in 1948 with your new and improved model."

*_____ *BUYER*

Here is a statement from a toy jobber:

"My original purchase of one gross TORNADO Racer, was made late as November 1947. The demand from my dealers, however, was so great that by December 15 we had sold more than 25 gross. As you know, I do all my own selling, consequently I can say thanks for a swell product. You have my order for the new 48 model."

*_____ *PRESIDENT*

*Names furnished upon request

MOT-AIR-ETTE is the sensational new air motor manufactured exclusively by Mot-air-ette, Inc., Chicago, under G. Weiss patents, Queens, New York

PUTT

PUT

TORNADO RACER

POWERED BY MOT-AIR-ETTE

The NEW improved 1948 Model reaches the height of perfection with these important features:

1. NOW IN COLORS: new, colorful, chip-proof baked enamel finishes in red, yellow, blue, white and silver
2. Destruction-proof ALL-METAL PUMP.
3. New switch arrangement.
4. New wheel attachment.
5. New, improved motor development.

"Without fear of contradiction we can now positively say that from the standpoints of quality in material and construction—performance and mechanical perfection, the 1948 Woodette Tornado Racer is America's outstanding toy value."

WOODETTES, Inc.

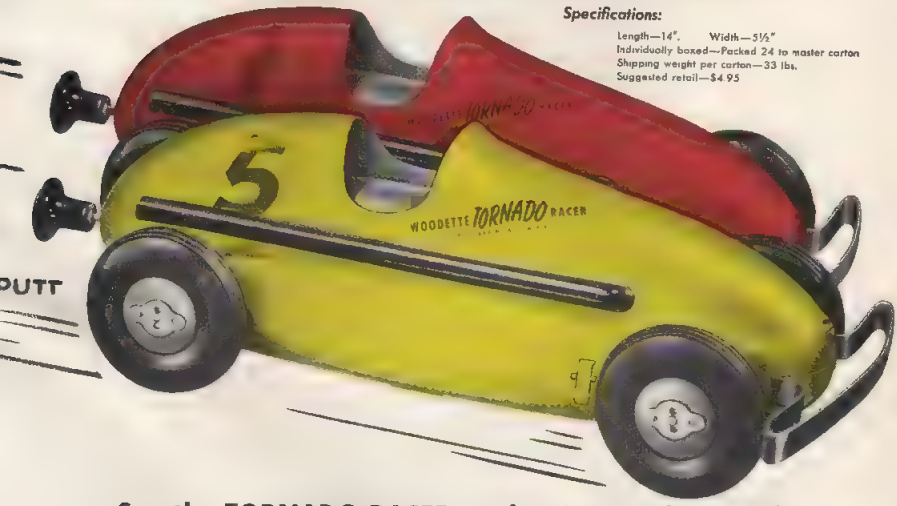
The most sensational mechanical toy ever marketed is back with improvements in design . . . in engineering . . . in merchandising appeal . . . all combined to make the '48 TORNADO a sure winner!

Material and labor conditions forced us to leave many 1947 orders unfilled. Our present production schedule promises prompt delivery on all orders placed immediately.

DON'T WAIT . . . ORDER YOURS TODAY!

Specifications:

Length—14". Width—5½"
Individually boxed—Packed 24 to master carton
Shipping weight per carton—33 lbs.
Suggested retail—$4.95



See the TORNADO RACER at the New York Toy Fair
ROOM 894 — HOTEL McALPIN

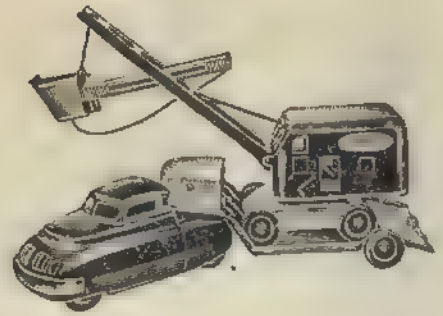
and Room 305, 200 Fifth Avenue

WOODETTES — MERCHANDISE MART — CHICAGO 54

West Coast Repr.: Peter Goldsmith—627 S. Lafayette Pk. Place—Los Angeles

WYANDOTTE TOYS

WINCH TRUCK WITH STEAM SHOVEL



Heavy gauge steel, 22½ inches long, baked enamel finish. Rubber tires. Tail skid lowers for loading steam shovel on truck. Hand winch on trailer for pulling it onto truck.

No.	Wt. per ctn.	Per doz.
1200	7 lbs.	$67.50

One in a carton

SEMI-TRAILER VAN TRUCK

Heavy gauge steel, 25 inches long, baked enamel finish. Six rubber tires with cadmium plated steel inserts, and extra spare tire and wheel attached to rear of trailer. Bright steel radiator and bumper, with lithographed steel radiator grille. Three red reflectors on front of trailer and two on rear. Rear door opens as loading ramp.

No.	Wt. per ctn.	Per doz
1500	8 lbs.	$53.10

One in a carton

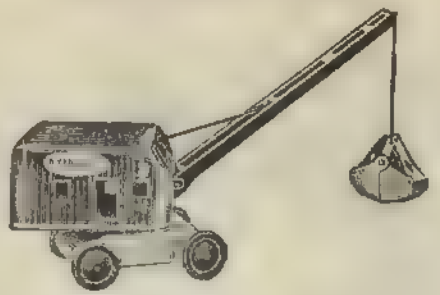
STEAM SHOVEL

Heavy gauge steel, baked enamel finish, 21 inches long, 6½ inches high. Rubber tires.

No.	Wt. per ctn.	Per doz.
395	20 lbs	$36.20

One in a box. One-half dozen in a carton

CLAM BUCKET SHOVEL



Heavy gauge steel, 21x6½x5 inches. Baked enamel finish with decals on side. Rubber tires.

No.	Wt. per ctn.	Per doz.
396	19 lbs.	$36.20

One in a box. One-half dozen in a carton

HEAVY DUTY DUMP TRUCK

Heavy gauge steel, 21 inches long, baked enamel finish. Bright steel headlights and radiator grille. Rubber tires with cadmium plated inserts. Back opens automatically when body is lifted.

No.	Wt. per ctn.	Per doz.
1001	46 lbs.	$36.20

One in a box. One-half dozen in a carton

HEAVY DUTY WRECKER TRUCK

Heavy gauge steel, 22½ inches long, baked enamel finish. Bright steel radiator grille and headlights. Rubber tires with cadmium plated inserts. Crank operated hoist

No.	Wt. per ctn.	Per doz.
1005	35 lbs.	$36.20

One in a box. One-half dozen in a carton

MECHANICAL SPORT COUPE

Heavy gauge steel chassis with lithographed steel body, 12½ inches long. Key wind motor with key. Plastic figure of driver, and plastic windshield and steering wheel. Rubber tires.

No.	Wt. per ctn.	Per doz.
652	28 lbs.	$27.30

One in a box. One dozen in a carton

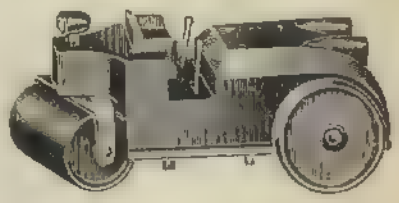
ACROBATIC MONKEYS

Lithographed metal, 10¾-inch diameter. Clown riding on motorcycle spins around decorated circus ring, hitting monkeys hanging from wire. Key wind motor with key.

No.	Wt. per ctn	Per doz
810	14 lbs.	$19.50

One in a box. One dozen in a carton

MECHANICAL STEAM ROLLER



Plastic wheels and body. Heavy gauge steel base and motor housing, baked enamel finish, 6½x3x4 inches. Safety enclosed key wind motor with key.

No.	Wt. per ctn.	Per doz.
900	18 lbs.	$14.90

One in a box. Two dozen in a carton

DEPT. T

WYANDOTTE TOYS

HEAVY DUTY RIDER TRUCK

Heavy steel chassis, 32½ inches long, 15 inches high, 8¾ inches wide, with seat, 11½ inches from floor. Automobile type steering mechanism, with two removable ladders and bell.

No.	Wt. each	Per doz.
1700	16 lbs.	$120.00

One in a carton

SEMI-TRAILER EXPRESS TRUCK

Heavy steel, 25 inches long, baked enamel finish, with lithographed steel radiator grille. Headlights and front bumper. Six solid rubber wheels with steel inserts, with extra spare tire and wheel on rear of trailer. Red reflectors on front and rear.

No.	Wt. per ctn.	Per doz.
1501	7½ lbs.	$52.00

One in a carton

TOY TOWN DELIVERY

Heavy steel, lithographed streamlined body, 21 inches long, with bright bumpers and radiator grille. Two hinged doors that open and close, and rubber tires with steel inserts.

No.	Wt. per ctn.	Per doz.
1010	30 lbs.	$45.20

One in a box. One-half dozen in a carton

HOOK AND LADDER TRUCK

Heavy steel cab and chassis, 25½ inches long, lithographed body, with bright radiator grille and headlights. Semi-trailer design, crank-operated 29-inch folding ladder, bell mounted on top of chassis, and 6 rubber tired wheels.

No.	Wt. per ctn.	Per doz.
1004	30 lbs.	$42.00

One in a box. One-half dozen in a carton

WRECKER TRUCK

Heavy steel cab and chassis, 17½ inches long, two-tone baked enamel finish, with lithographed body. Rubber tires and detachable crank-operated hoist.

No.	Wt. per ctn.	Per doz.
865	35 lbs.	$21.60

One in a box. One dozen in a carton

SEMI-TRAILER DUMP TRUCK

Heavy steel, 17⅝ inches long, baked enamel finish. New dumping arrangement. Cab over engine truck, bright finish radiator grille, imitation headlights in fenders, and 6 rubber tired wheels.

No.	Wt. per ctn.	Per doz.
891	42 lbs.	$21.60

One in a box. One dozen in a carton

SEMI-TRAILER EXPRESS TRUCK

Heavy steel, 17⅝ inches long, baked enamel finish. Bright finish metal radiator grille, imitation headlights, and 6 rubber tired wheels.

No.	Wt. per ctn.	Per doz.
890	38 lbs.	$24.80

One in a box. One dozen in a carton

FIRE TRUCK

Heavy steel cab and chassis, 11¾ inches long. Lithographed body. Bright radiator grille, headlights and bumper. Two 7½-inch ladders and bell.

No.	Wt. per ctn.	Per doz.
428	31 lbs.	$12.00

One in a box. Two dozen in a carton

DUMP TRUCK

Heavy steel streamline cab and body, 12 inches long, 3¾ inches high, and 4 inches wide, baked enamel finish. Heavy steel bumper and radiator grille, and metal wheels.

No.	Wt. per ctn.	Per doz.
441	37 lbs.	$12.00

Two dozen in a carton

SERVICE-WRECKER TRUCK

Heavy steel cab and chassis, 11¾ inches long, lithographed body, white baked enamel finish with red hoist, and bright radiator grille, headlights and bumper. Metal wheels and detachable crank-operated hoist.

No.	Wt. per ctn.	Per doz.
429	31 lbs.	$12.00

One in a box. Two dozen in a carton

AUTO HAULER TRUCK

Heavy steel, 9½ inches long, three-toned baked enamel finish. Rubber tires. Includes three small plastic automobiles.

No.	Wt. per ctn.	Per doz.
452	24 lbs.	$8.80

One in a box. Three dozen in a carton

MOVING VAN

Heavy steel. Lithographed body, 8x 3½x2⅝ inches. Rubber tires.

No.	Wt. per ctn.	Per doz.
453	19 lbs.	$8.80

One in a box. Three dozen in a carton

WYANDOTTE TOYS

CONVERTIBLE STATION WAGON

Heavy steel with lithographed body. Bright colors. 12½ inches long, 5 inches wide, 4¼ inches high. Rubber tires. Front and rear bumpers. Top goes up and down. Back opens and closes.

No.	Wt. per doz	Per doz.
650	28 lbs.	$21.60

One dozen in a carton

DUCKY DUCKLINGS

Colored lithographed steel. Mother Duck, 6 inches long, wired to 2 Baby Ducklings. Key wind motor.

No.	Wt. per ctn.	Per doz.
850	31 lbs.	$19.20

One in a box. Two dozen in a carton

HAND CAR

Colored lithographed steel, 6 inches long, 5¼ inches high and 4 inches wide. Arms and bodies of clowns move as they operate car. Key wind motor.

No.	Wt. per ctn.	Per doz.
800	28 lbs.	$18.00

One in a box. Two dozen in a carton

MECHANICAL COWBOY

Lithographed steel, 6½ inches long. Horse rocks and cowboy moves backward and forward. Key wind motor.

No.	Wt. per ctn.	Per doz
515	19 lbs.	$12.00

One in a box. One dozen in a carton

BOAT "S. S. AMERICAN"

Colored lithographed metal, 12½ inches long. Floats in water, but has 4 wheels converting it into a pull toy.

No.	Wt. per ctn.	Per doz.
404	22 lbs.	$9.60

One in a box. Two dozen in a carton

RAILWAY EXPRESS TRUCK

Heavy steel, lithographed body. Rubber tires. 6¾x3¼ inches high.

No.	Wt. per ctn.	Per doz.
238	22 lbs.	$6.60

Three dozen in a carton

STAKE TRUCK—DUMP TRUCK

Heavy steel, baked finish in colors. Size, 5 inches long.

No.	Wt. per ctn.	Per doz.
100-Stake	42 lbs.	$4.00
101-Dump	42 lbs	4.00

One dozen in a carton

CARPET SWEEPER

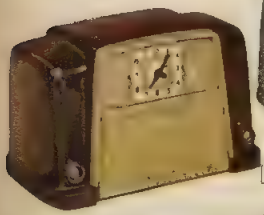
Colored lithographed steel, 8¾x6¼ inches with 23-inch wooden handle, and 6-inch fibre brush. Actually cleans.

No.	Wt. per ctn.	Per doz.
551	24 lbs.	$18.00

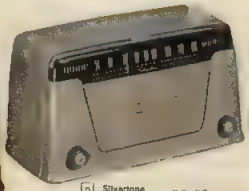
One dozen in a carton

A Silvertone's finest, most powerful Portable Radio $49.95 Without Battery

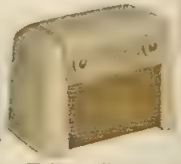
B $25.00 Without Battery



C Silvertone Table Radio with Automatic Clock $29.95



D Silvertone plastic Radio $22.50



E Silvertone midget plastic Radio $13.95

F $28.50 Wi Ba

G Silvertone Table Radio Phonograph $64.50

H Silvertone "Consolette" Radio with Automatic Phonograph $89.95

RICH-VOICED SILVERTONE RADIOS

- **The gift the entire family enjoys . .**
- **The gift that brings year-round fun**

Father wants a Silvertone Portable to listen to the ball games

Mother wants one to move from room to room while she does her cleaning

Daughter wants a Silvertone Portable for parties and get-togethers

Junior wants a Silvertone for his camping, hiking and fishing trips

Sleek, modern Silvertone Portables

Radios you'll be proud to give, proud to take anywhere . . they play on batteries, or plug into an AC or DC socket

A De luxe Portable Radio. Three tuning circuits (instead of the usual two) give you extra "reaching-power" in autos, trains, airplanes and steel buildings. Built-in loop aerial; 5 tubes (2 dual-purpose) plus rectifier, 5¾-in. speaker. Tunes 540-1600 KC.

Without battery **$49.95** Cash — $5.00 Down

Sturdy aluminum case is specially finished to resemble rich leather. Shock-resisting brown plastic ends; genuine leather handle. Plays with snap-down cover closed. Size 14x11x5⅝ in. Operates on 105-125 volts AC or DC or on battery pack (guaranteed for 175 service-hours). For your protection, Underwriters' Laboratories, Inc. approved.

57 N 08270—Silvertone Deluxe Portable Radio without battery. Shipping wt. 14 lbs.. . .$49.95
57 NT 8271—Silvertone Deluxe Portable complete with battery. Shipping wt. 21 lbs.. . . . . $53.95

B Personal Portable Radio. Size only 9¾x6¾x4 in. Ivory color plastic case, gold-color grille. Has 4 tubes (2 dual-purpose) plus rectifier; built-in aerial; 3½-in. speaker. Operates on 117 volts AC or DC or on battery. Underwriters' Labs. approved.

Without battery **$25.00** Cash — $2.50 Down

57 N 09260—Without battery. Shpg. wt. 6 lbs. .$25.00
57 NT 9261 With battery. Shpg. wt. 7 lbs . . 27.39

F De luxe Personal Portable Radio. Size only 8⅜x6⅜x 3¼ in. Built-in aerial; 4 tubes plus rectifier; 3½-in. speaker. Plastic case has ivory-color hinged covers, gold-color trim. Detachable leather shoulder strap. Operates on 105-125 volts AC or DC or on batteries. Underwriters' approved.

Without batteries **$28.50** Cash — $3.00 Down

57 N 08260—Without batteries. Shpg wt. 7 lbs. .$28.50
57 NT 8261—With batteries. Shpg. wt. 8 lbs. . . 30.95

An "extra" radio makes the perfect gift

Wake up to music with a Silvertone Clock Radio!

C Here's an "extra-special" gift for that "extra-special" person . . a radio that will excite joyous rapture on Christmas morning, a gift that brings, on every morning of the year, a musical reminder of your good taste. Just set the electric clock for any time, day or night . . . . tune in station wanted. Your favorite program will come on at exactly that time!

$29.95 Cash — $3.00 Down

Superheterodyne circuit has 4 tubes (2 dual-purpose) plus rectifier; 6x4 in. oval speaker; built-in aerial. Easy-to-tune "ghost dial" appears only when set is turned on.

Attractive ebony-brown plastic cabinet has an enclosed, molded back. Tunes 540-1670 KC broadcast band. Size 7⅝x12⅛x6⅝ in. Operates on 105-125 volts 60 cycle AC only. For your protection, approved by Underwriters' Laboratories, Inc.

57 N 08010—Shpg. wt. 11 lbs. Mailable $29 95

Silvertone Table Radios in colorful, sturdy plastic cabinets

B Gray-green plastic cabinet has enclosed, molded back. Built-in aerial; 4 tubes (2 dual-purpose) plus rectifier; 4-in. speaker. Tunes 540-1650 KC. Size 6½x6½x11⅞ in. For 105-125 volts AC or DC. UL approved.

$22.50 Cash — $2.50 Down

57 N 08005 Shpg. wt. 8 lbs. Mailable. $22.50

Battery Form Radio (not shown). Similar in appearance to above. Four tubes; 5¾-in. speaker; Strandbeam Receptor. Battery Pack and Power Shifter for Hi-Line operation are included at no extra charge. Size 9¾x15¾x7¾ inches. Mailable.

57 NT 8203—Shpg. wt 26 lbs.. .$29.95

E Ivory-color plastic cabinet has molded back. Three tubes plus rectifier; 4-in. speaker. Tunes 540-1670 KC. Recommended only for local reception within about 50 miles. Size 8x6x5¼ in. For 105-125 volts AC or DC. UL approved.

57 N 08000—Shpg. wt. 6 lbs. Mailable. . . .$13.95

Silvertone Table Radio with Automatic Phonograph

G Streamlined ebony-brown plastic cabinet . . . smart and sturdy.

$64.50 Cash — $13.00 Down

Six-tube performance from 4 tubes (2 dual-purpose) plus rectifier. Built-in aerial; 7x5-in. oval speaker; variable tone control. Tunes 540-1600 KC broadcast band. Record changer automatically plays ten 12- or twelve 10-in. records. Feather-touch tone arm has crystal pickup, long-life needle. Size 9¾x16⅞x19⅜ in. For 105-125 volt, 60 cycle AC only. UL approved.

57 N 08080—Shpg. wt. 37 lbs. Mailable .$64.50

Silvertone "Consolette" Radio with automatic record changer

H The gift that lends charm to any home. Hand-rubbed mahogany veneer cabinet.

$89.95 Cash — $18.00 Down

Radio has 9x6-in. oval speaker instead of the usual small, round speaker. Built-in aerial, 5 tubes (2 dual-purpose) plus rectifier; variable tone control. Tunes 540-1600 KC.

Automatic Phonograph plays ten 12- or twelve 10-in. records. Lightweight crystal pickup, long-life needle. Stores up to 108 records (albums not included) Size 32⅛x24¼x15¼ in. For 105-125 volt, 60 cycle AC only. Underwriters' approved.

57 NM 8101—Shpg wt. 56 lbs... . . $89 95

Perfect gifts for your entire family . . Silvertone Console Radio-Phonographs

J With FM band. Tunes broadcast band (540-1600 KC) *Plus* FM band (88-108 MC). Built-in antenna for each band. Has 6 tubes (2 dual-purpose) plus rectifier. Variable tone control; 8-inch speaker.

$149.95 Cash — $30.00 Down

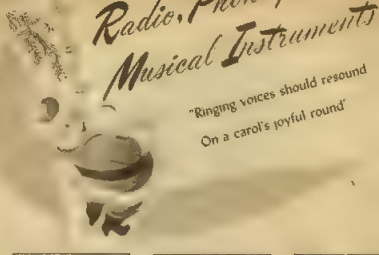
Phonograph has new Syntronic Tone Arm, long-life needle . . . brings you new, glorious record reproduction. Automatically plays 10- or 12-in. records or *mixture of both.* Shuts off after last record. Stores 84 records (albums not included). For 105-125 volt, 60 cycle AC only. Underwriters' approved. Cabinet of selected hardwoods. 32x29¾x15¾ in. Shpg. wt. 80 lbs.

57 NM 8107—With mahogany finish cabinet $149.95
57 NM 8108—With walnut finish cabinet. 149.95

K Radiosell Has 6-16 MC short wave band. Also tunes 540-1600 KC broadcast band. Four station push buttons; 10-in. speaker; variable tone control; 5 tubes plus rectifier. Phonograph automatically plays 10- or 12-in. records or *mixture of both.* Shuts off after last record. New Syntronic pickup, long-life needle. For 105-125 volt, 60 cycle AC only. Bowed front mahogany veneer cabinet. Size 32⅛x26⅛x14⅜ in.

WAS ~~$139.95~~ **$132.50** Cash — $26 50 Down

57 NM 8106—UL Approved. Shpg. wt. 75 lbs. . . .$132.50



Make a PERMANENT record of your child's voice on Christmas and birthdays

Record your family's excitement when they open their gifts this Christmas

Put the fun and m your holiday pa the wire that rem

Silvertone Wire Recorder-Radio-Phonograph for a Christmas you will recall forever

$179.95 Cash W
$36.00 Down

Portable Wire Recorder Phonograph

B Complete in itself . . . 5 tubes, plus rectifier, 4-in speaker; Syntronic Tone Arm. Does not have radio, but can be used with radios having recorder connections . . . or with any AC radio by using Adapter Kit below. Metal case, simulated leather paint design in brown and gold color. Size 9½x10¾x18½ in. For 105-125 volt, 60 cycle AC only. UL approved.

Without wire $99.50 Cash $10.00 Down

57 N 08170—Without wire. Shpg. wt. 39 lbs. . . $99.50
57 N 08172—Portable Wire Recorder with 1 spool of wire. Shipping weight. 40 pounds $103.25
57 N 08171—Adapter Kit for use with AC radio. Shipping weight 8 ounces 75c

A Capture this holiday season with the miracle of wire recording! Your SILVERTONE will treasure your happy memories for all the years to come by magnetizing a durable stainless steel wire. Play your recordings back at once, play them over and over . . . or erase them and use the same wire again and again. Operates on 105-125 volt, 60 cycle AC. only.

Radio has 4 tubes (2 dual-purpose), plus 2 recorder tubes and 2 rectifiers. Built-in aerial, 10-in speaker; variable tone control. Tunes 540-1600 KC.

Phonograph plays 10- or 12-in. records singly. Lightweight SILVERTONE Pickup has long-life needle.

Wire Recorder records up to a full hour on one of wire. Rewinds a spool in about 12 minutes shuts off automatically. Records radio prog disc records, or from microphone. Hand-rubbe hogany veneer cabinet has distinctive bowed Size 32⅛x26½x14¾ inches. Underwriters' appr

57 NM 8102—Without wire. Shpg. wt. 81 lbs. . . .$
57 NM 8104—With spool of wire. Shpg. wt 82 lbs.
57 N 6757 -Recording Wire. (One hour.) Shpg. wt 10 oz. . . . . Each $3.75 6 for
57 N 6759 -Extra empty spool for recording wire. Sh weight 4 ounces . . . . . .
57 N 6763—Cellophane "Leaders" for wire. Shipping 1 ounce . . . . . Set of 2

Silvertone Portable Phonograph . . . the gift that brings music wherever you go

Compact—you'll be proud to carry it everywhere

Have loads of fun and music at outdoor parties

Your youngsters will love its easy operation

Makes a handsome and unusual Christmas gift

C No electricity needed! Low priced Portable Phonograph is hand-wound . . . plays anywhere. Exceptional tone and volume for an acoustic-type phonograph. Plays 10- or 12-inch records. The smart, extra-sturdy luggage-type metal case is painted in harmonizing ebony brown and light tan . . . the distinctive tan texture finish resembles leather. Handy needle cup and package of 20 steel needles included. Size 11x14x6 inches.

$18.95 Cash

57 N 08164—Silvertone Portable Phonograph. Shipping weight 14 lbs. $18.95

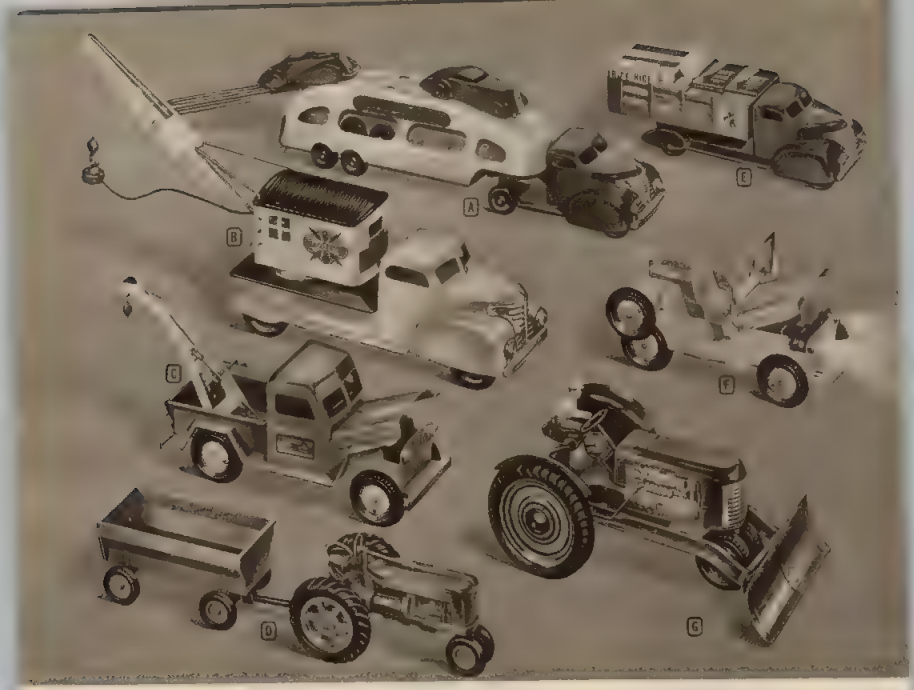
Portable Phonograph with automatic changer

D A distinctive gift that plays ten 12- or twelve 10-inch records automatically! Exclusive SILVERTONE Syntronic tone arm plays your old records with new brilliance. Has 2 tubes, plus rectifier; variable tone and volume controls. Five-inch speaker is in removable lid with 15-ft. extension cord . . . you can hang it on the wall or place it on floor, chair or table. Brown enamel finish resembles leather. Size 14x18x7½ in. Operates on 105-125 volt, 60 cycle AC. only. Underwriters' Laboratories Inc., approved. Mailable.

$50.00 Cash $10.00 Down

57 N 08149 -Silvertone Automatic Portable Phonograph. Shpg wt. 24 lbs. . . $50.00

See page 243 for Easy Terms



Sturdy Steel Pull Toys with

(A) BIG STEEL AUTO TRANSPORT A modern, streamlined version of the auto transports you see on the streets and highways today. 8-wheel trailer-type transport with two cars being carried to the dealer Double deck trailer can carry cars inside or on top. Metal ramps for loading cars. Cab uncouples from trailer and can be "driven" around separately. Shiny radiator grill and dummy headlights. Enameled in bright colors. Metal wheels.
48 W 1272—22 inches long overall. Shipping weight 4 lbs. . 1.98

(B) MAGNETIC CRANE, AND TRUCK. Really picks up metal just like cranes used on construction jobs. Swing the revolving cabin around and pick up any metal load up to about 2 lbs. A strong magnet fastened to the lifting hook operates on the flashlight battery that fits in the cabin. Modern design Crane and Truck are made of heavy steel finished in bright baked-on enamel colors. Battery not included. (See 86 T 3259X below). Steel boom which lifts the objects is operated by a hand crank which raises or lowers it. Size- 25 in long, 4¾ in. wide, 13½ in. high to top of boom.
48 T 1331—Shipping weight 5 lbs.. . .3.19
86 T 3259 X LEAKPROOF FLASHLIGHT BATTERY. Wt 12 oz 2 for 18c

(C) JEEP WRECKER. A replica of the famous Jeep truck equipped with removable wrecker boom. Made of heavy-gauge steel; hood raises realistically to disclose large compartment. Body 5 by 4¼ in., has movable tail gate. Boom 8 inches high lifts into body. Equipped with ratchet noise maker; metal wheels, dummy headlights. Finished in bright baked-on enamel 15½ in. long overall.
48 T 1229—Shipping weight 3 lbs.....1.94

(D) RED PLASTIC TRACTOR AND TRAILER. Accurate scale models of International Harvester farm equipment. Details are accurate, even to the "Farmall" name. Oversize black rubber tires. Front wheels steer on Trailer. Tractor hitches to trailer with cotter pin. Made of plastic, accurately enough constructed to be a model collector's item. Tractor and trailer each sold separately, or as a set.
48 W 1363—TRACTOR only. 8 in. long. Ship. wt. 1 lb.... .... .1 59
48 W 1368—TRAILER only. Body 10 in. long. Ship. wt. 12 oz 1 39
48 W 1367—TRACTOR AND TRAILER. 1 lb. 12 oz 2 79

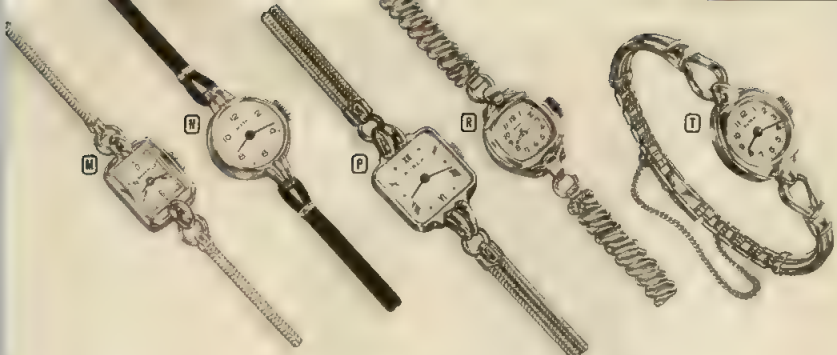
(E) GROCERY DELIVERY TRUCK. Filled with an assortment of miniature cartons of well-known brand products. Large stake type body, modern design truck cab. Dummy headlights and shiny radiator grill. Steel body, metal wheels. Finished in bright baked-on enamel. 14¼ inches long overall.
48 T 1226—Shipping weight 2 lbs. 8 oz.....93c

(F) MILITARY STYLE JEEP WITH HEADLIGHTS. Equipped with electric lighted headlights. Switch to operate headlights located in driver's compartment; operates with standard flashlight battery. Two bulbs included. Truck is all steel with metal wheels and hook on rear for pulling other toys. Battery not included —Order (86 T 3259X) at left.
48 T 1231—11 inches long. Shipping weight 3 lbs. 8 oz.....2.39

(G) STEEL TRACTOR WITH BULLDOZER. Heavy all steel tractor with detachable bulldozer scraper in front. Hydraulic type lifting mechanism so scraper can be lifted or lowered. Tractor makes clicking noise when in motion, like the hum of a motor. Hook on rear. Bright baked-on enamel finish. 13¼ in. long.
48 T 1393—Shipping weight 4 lbs.....2.39

STEEL TRUCK A CHILD CAN RIDE

(H) A De Luxe Ride-Em Truck, sturdily built and specially constructed so that a child can get on and ride. All steel, made with a seat across the top, steers with crossbar handle. Large open body for carrying toys or blocks, drop tailgate. Bright baked-on enamel finish. Rubber tires on metal wheels; dummy headlights. 27 inches long.
48 T 1332 M—Shipping weight 13 lbs. *Mailable*..... . .....4.39



Buren Watches . . . A Gift to Treasure

Buren watches are exceptionally accurate and dependable. All movements are made with infinite skill by Swiss craftsmen. Hairspring and balance are relatively unaffected by temperature changes. Incredibly accurate lever-type movement is anti-magnetic. Guaranteed against original defects in material or workmanship. Watches shown about actual size: mailed from Chicago, order, pay postage from nearest Ward House. Prices include 10% Fed. Tax on watches $65 and under, 20% over $65. Ship. wts., men's watches 1 lb. 2 oz., women's 1 lb. See Page 178 for Terms. See General Catalog for quality descriptions.

(A) Neatly designed Pocket Watch. 14K yellow gold case with lustrous satin finish Silvered dial; black Arabic numerals. 18K yellow gold applied markers and black hands.
45 W 1100 T—Better Quality 17-jewel movement.....$69.95
45 W 1127 T Best Quality 21-jewel movement.....135.00

(B) Calendar Watch (shown on cover) sweep center second hand. Shows month and day at top. Red center hand gives date. Moon phases indicated at lower center. Silvered dial, red gilt hour, minute hands: hour numerals. Shock protected 17-jewel Better Quality movement. Plain curved crystal. Brown padded leather strap
45 W 778 T—Stainless steel case. $59.50
45 W 779 T—18K yellow gold case.....225.00

(C) Chronograph Stop Watch. Sweep center second hand gives split second timing Small upper dial shows number of minutes second hand has revolved. Outside tachometer track measures speed on a fixed course. Silvered dial, gilt hour and minute hands, triangular markers. Shock protected 17-jewel Better Quality movement. Plain curved crystal. Brown padded leather strap.
45 W 776 T—Stainless steel case. $49.50
45 W 777 T—18K yellow gold case.....135.00

(D) Distinctively modern 14K yellow gold rectangular case. Silvered dial with raised gilt dot and bar markers; Roman numerals. Pointed gilt hands. Regular second dial. Thick flat crystal. Heavy flexible Gem mesh band new in design and comfortable to wear
45 T 190 T—Better Quality 17-jewel movement.....$55.00

(E) Classically designed square case is 14K yellow gold-filled. Silvered dial with raised gilt Arabic numerals, square markers, pointed hands. Curved crystal. Fine mesh band made by Kreisler
45 T 191T Better Quality 17-jewel movement.....$37.50

(F) Attractively designed oblong watch, 10K yellow gold-filled case. Gilt Arabic numerals and hands on two-tone silvered dial. Tri-shaped expansion band has brightly polished flat links.
45 T 189 T—Better Quality 17-jewel movement..... .. $33.75

(G) Modernly designed watch, curved to fit the wrist. 10K yellow gold-filled case with stainless steel back. Unusually bright-cut numerals and markers on silvered dial. Regular second dial, black baton-like hands. Curved crystal. Padded Ostrich strap.
45 T 218 T—Better Quality 17-jewel movement..... . $27.50

(H) Compact, neat looking watch. 10K yellow rolled gold plate case, stainless steel back. Ideal for sportswear. Silvered dial with gilt numerals and hands. Regular second dial. Flat crystal. Attractive rounded link expansion band, fits the wrist comfortably.
45 T 138 T—Good Quality 7-jewel. Expansion band.....$17.50
45 T 139 T—Good Quality 17-jewel. Expansion band..... 21.50
45 W 102 T Good Quality 7-jewel. Brown padded strap.... 14.75
45 W 103 T—Good Quality 17-jewel. Brown padded strap.... 18.75

(J) Beautifully designed diamond-set tapered watch. 14K white gold case with two single-cut diamonds at either end. Simple, plain silvered dial with gilt dot markers, black Arabic numerals and hands. Black link bracelet with safety clasp has engraved design that simulates the appearance of a diamond band. Better Quality 17-jewel movement. *Be sure to state wrist measurement on your order.*
45 T 1630 T—With 14K engraved band..... $140.00
45 T 1632 T—Same but with black silk cord, safety clasp..... 100.00

(K) Dainty watch with diamond set end-pieces. 14K white or yellow gold case, one single-cut diamond at either end. Silvered dial with gold markers, black Arabic numerals and hands. Thick raised crystal. Black silk cord with safety clasp. *Be sure to state wrist size and white or yellow gold on your order.*
45 T 1515 T—Better Quality 17-jewel movement.....$85.00

(L) Beautifully styled 14K yellow gold cushion shape watch with one single cut diamond in each half-moon end-piece. Silvered dial, black bar markers, numerals and hands. Plain curved crystal and black silk cord. *Be sure to state wrist size on your order.*
45 W 1533 T—Good Quality 17-jewel movement.....$55.00

(M) Attractively designed rectangular 14K white or yellow gold case. Large loop end-pieces enhance the beauty of the case. Black numerals, raised gilt round markers on silvered dial. High domed crystal. Single strand snake chain bracelet. *Be sure to state wrist size and white or yellow gold on your order.*
45 T 1631T Better Quality 17-jewel movement. $47.50

(N) For the discerning woman, a dainty round 14K yellow gold watch. Tapered, extended loop end-pieces add finishing touches to this handsome watch. Silvered dial, raised gilt markers, gilt Arabic numerals and black hands. Black silk cord. *State wrist size.*
45 T 1629 T—Better Quality 17-jewel movement.....$42.50

(P) Handsome, square 10K yellow or rose gold-filled case has large tapered end-pieces. Unique white dial with black Roman numerals and dot markers. Thick flat crystal. Double snake chain bracelet. *State wrist size and yellow or rose gold.*
45 T 1530 T—Good Quality 7-jewel movement.....$27.50
45 T 1510 T—Good Quality 17-jewel movement..... 31.50

(R) Small, cushion shape 10K yellow or rose rolled gold plate watch, stainless steel back. Flat triangular end-pieces. Silvered dial with gilt numerals. Plain crystal. Popular expansion band.
45 T 1521 T—Good Quality 7-jewel *State color gold* $18.95
45 T 1520 T—Good Quality 17-jewel. *State color gold.* 22.95

(T) Sophisticated bracelet watch has cushion shape 10K yellow gold-filled case. Plain black Arabic numerals and hands on white dial. Flat crystal. Gleaming Kreisler circlet bracelet adds the jewelry touch.
45 T 1502 T Good Quality 7-jewel movement. . . . $23.50
45 T 1503 T—Good Quality 17-jewel movement 27.50

SADDLES

BONA ALLEN

No. 520

ROPING

Three-quarter Double Rig

Yakima roper, bull hide covered tree. Pelican horn. 15 in. seat; 12 in. swell fork; 2½ in. cantle; 3½ in. flat aluminum rings; 2 in. bound stirrups, with leather foot and top piece. 15 strand mohair girth; 1½ in. leather flank girth; round skirts lined with wool sheep skin, 12½x26 in.; bell shaped fenders 9½x19 in. and stirrup leathers in one piece. wide Cheyenne cantle; 1¾ in. x 6 ft. yellow latigo leather tie straps. heavy rigging running all way across both back and front; heavy built up leather ground seat with sheet steel support; border embossed long latigo leather laces; ½ in. buckle tie strap around bottom of fenders; ¾ in. buckle leather rope strap on fork; nickel buckles, dees, rings and conchas.

Turned under front fork

Oiled and antiqued

Each

No. 511—Weight each 39 lbs. ..... $.....

Open stock.

Ellensburg

Three-quarter Double Rig

Ellensburg, bull hide covered tree; 15 in. seat; 14 in. swell fork; 3½ in. cantle; 2½ in. leather horn cap; 3½ in. flat aluminum rigging rings; 2 in. bound stirrups; 15 strand mohair girth; round skirts 27x10½ in., sheep wool lined; bell fenders and stirrup leathers in one piece; 1¾ in. latigo leather tie strap; 1¾ in. leather flank girth; heavy rigging, California style, extending securely to both sides of front fork.

Heavy leather, built up ground seat with sheet steel supports; full flower design, hand tooled throughout; aluminum rigging rings and conchas. Leather top and bottom on stirrups. Long latigo tie strings. ¾ in. rope strap. ½ in. buckle tie strap around leathers at top of stirrups. Turned under hood on front fork. Oiled and antiqued

Each

No. 520—Weight each 42 lbs. ..... $.....

Open stock.

No. 511

SADDLES

BONA ALLEN

No. 214S

Imperial
Double Rig

Imperial tree; 15 in. seat; 13 in. swell fork; 3 in. high beaded cantle; 1¾ in. horn cap; 2¼ in. rigging rings; sheep wool lined skirts; 12 in. wide x 24 in. long; fenders 8 in. wide by 15 in. long; bent wood stirrups; leather bottom; 2 in. wide stirrup leathers with extra liner at stirrups; girths cotton. 1¼ in. yellow latigo tie straps shellacked

	Each
No. 2148—Weight each 30 lbs.	$.. ..

Open stock.

Imperial Boy's or Girl's
Double Rig

Imperial tree; 12 in. seat; steel fork with 10 in. bulge; 3 in. cantle; 2 in. steel horn, leather covered.

Seat, jockey and cantle in one piece; leather bound cantle; leather bound front lined and stitched. Skirts have round corners and are sheep wool lined, 20¼x9½ in.

Fenders, 11x6 in.

Double tie straps 1¼ in. wide. Double rig. 1¼ in. stirrup leathers to buckle; 3 in. leather covered wood stirrups; 2 in. rigging rings; 13 strand white cotton girths.

	Each
No. 219—Weight each 20 lbs.	$...

Open stock

No. 219

SADDLES
WHITMAN TEXAS

Texas pattern tree; 15 in. hardwood; leather covered; steel horn; 10 in. swell fork.

One-piece jockeys and seat; beaded cantle and front.

Felt lined skirts 23x11½ inches.

2¼ in stirrup leathers; 1¼ in. rigging.

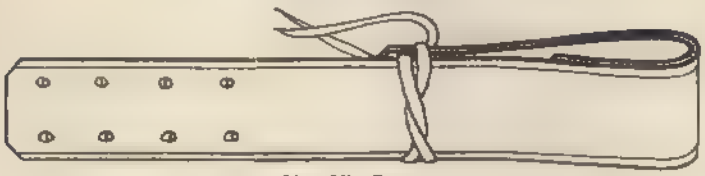
Two No. 17 Cinchas.

Each

No. 228—Weight each 18½ lbs . . . . . $ . .

Open stock.

STIRRUP LEATHERS
BONA ALLEN

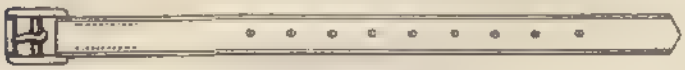


No. 15—Lace

Heavy russet skirting leather, with 21 in. extra wear liner to go around stirrups, with laces.

Width, in.	2	2½	3
Wt. dozen pairs lbs	27	34	40
Per dozen pairs . . . . . $. .		. . .	.

Open stock



No. 16—Buckle

Heavy russet skirting leather, with special stirrup leather buckle

Width, in.	1	1⅛	1¼	1½
Wt. dozen pairs, lbs.	10	11	13	15
Per dozen pairs . . . . . $.		. . . .	. . . .	. . .

Open stock.

SADDLE GIRTHS
TEXAS STRING

White Cotton Cord, with Tongues

16 strand white cotton. Japanned rings. One colored bar across.

Per dozen

No. 16—30 in. long; wt. per dozen 6¼ lbs. . . . . $. . . . .

Open stock.

SADDLE BLANKETS
BURLINGTON FELT

Regular Style

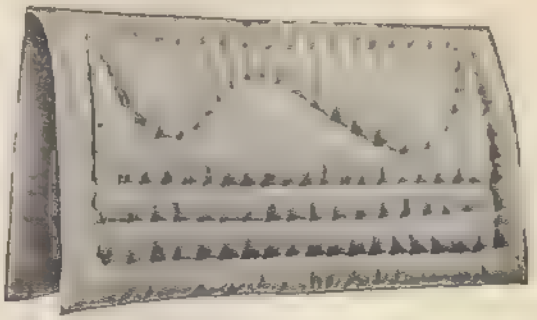
Soft brown hair face, and back. Double reinforced 5 ply felt. Bound edges with drill reinforcement over entire back

Per dozen

No. 863—23x35 in.; wt. per dozen 36 lbs. . . . . $. . . . .

Open stock.

BURLINGTON STUFFED



Duck Square Corner

Heavy red duck face; fawn duck back. Soft India fibre filling. Center space 2 in. left unstuffed; keeps weight off back bone. Securely quilted to hold filling in place. Blue bound edges.

For riding or pack saddles.

Per dozen

No. 3907—31x31 in.; wt. per dozen 70 lbs. . . . . $. . .

Open stock.

Reinforced Drill

Fawn drill covering, securely quilted. Soft India fibre filling. Center space 2 in. wide left unstuffed, keeps weight off back bone. Blue bound edges. Front and rear centers reinforced with duck

Per dozen

No. 3350—24x30 in.; wt. per dozen 39 lbs. . . . . $. . . .

Open stock.

MARTINGALES
BONA ALLEN

Hand Tooled

Best grade, russet skirting leather. Flower design. Belly strap to loop around cincha. Tie-down to snap onto bridle. Nickel plated hardware. Oiled and shellacked.

Each

No. 2511—2¾ in. collar; ⅞ in. belly strap; ⅞ in. tie-down; wt each 3 lbs. .....$.....

No. 823—Same as No. 2511 except basket stamped; wt. each 3 lbs. .....

No. 782—Same as No 2511 except beaded edges: wt. each 3 lbs.. .....

Open stock.

SPURS

Stamped steel bow, XC plated, steel band. Steel rowel.

Per dozen pairs

No. 1017½—[illegible] rowel; wt. per dozen pairs 2½ lbs. .. $ ..

One-half dozen pairs in a box.

One-piece forged steel bow and shank, blued finish. Four strap buttons. Steel rowel

Per dozen pairs

No. 85—1½ in. rowel; wt. per dozen pairs 7¼ lbs. .....$ ...

One-half dozen pairs in a box

SPUR STRAPS
ENGLISH

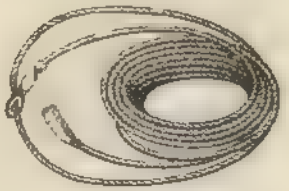
Black leather. Especially adapted for use with English spurs.

Per single dozen

No. 210—½ in. wide; wt. per dozen ¾ lb ... . $ ...

One dozen in a box.

ROPE LARIATS
MUSTANG HORN LOOP



Made of best quality manila lariat rope; four strand; 7/16 inch with black strand; solid brass egg-shaped honda

Per dozen

No. 35—35 ft. long; wt per dozen 21 lbs . .. . $..

Open stock.

LARIAT HONDAS
(LASSO RINGS)

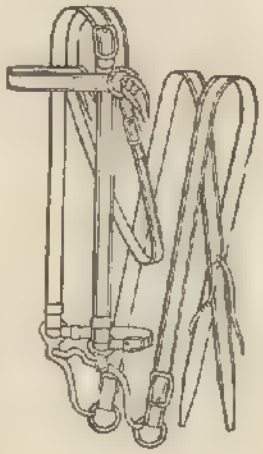
Solid Brass

Per dozen

No. 409—2¼ in. over all; wt. per dozen 1 lb. . ...$.....

Three dozen in a box

RIDING BRIDLES
BONA ALLEN



English type rein leather. Double check and head stall cut in one piece with bar buckle at center of crown to adjust size. 6 foot quirt rein. Bar buckle. Port bit. Leather rosette

Each

No. 4—Size ⅞ in.; wt. each 1¾ lbs.$.....

Open stock.

RIDING BRIDLES
BONA ALLEN

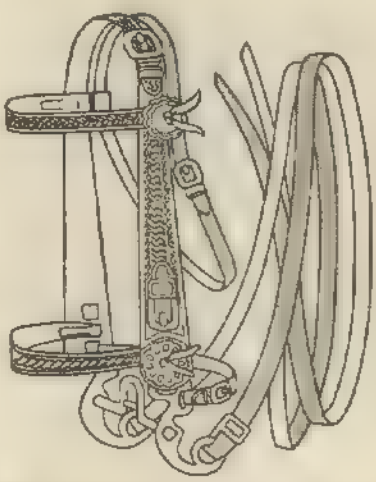
Hand Tooled

Best quality russet skirting leather. Flower design on cheeks, front and nose band. 2⅝ in. tapered cheeks. 1⅜ in. scalloped front and nose band. Nickel buckles and conchas. ⅝ in. throat strap. 1 in. x 7 ft. reins with looped ends. ½ in. curb strap. No. 936 blued bit. Oiled and shellacked.

Each

No. 6871—Wt each 4 lbs. ..... $ ....

Open stock

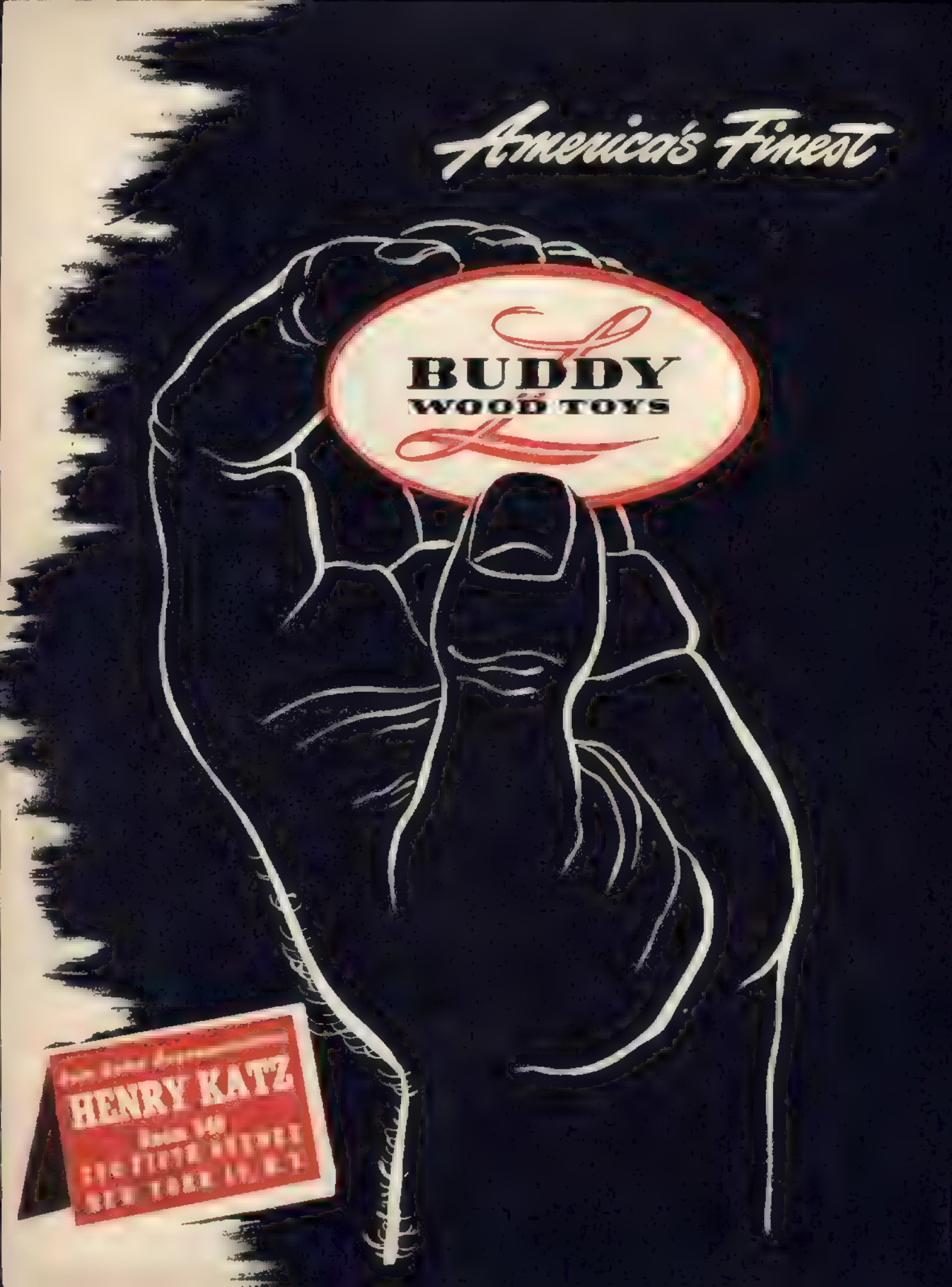


English type rein leather. Wide tapered cheeks embossed. Swedge buckle with two narrow leather loops at crown center. Sewed front, tapered and embossed. Leather rosette with nickel ornament and tie. ¾ inch swedge buckle with leather loop sewed at bottom of cheek. Tapered embossed nose band looped around bit billet. One-piece throat strap with swedge buckle and sewed leather loop. ⅞ in. x 6½ ft. flat rein. Leather loops at bit and laced center. Nickel swedge buckles. Blued bit.

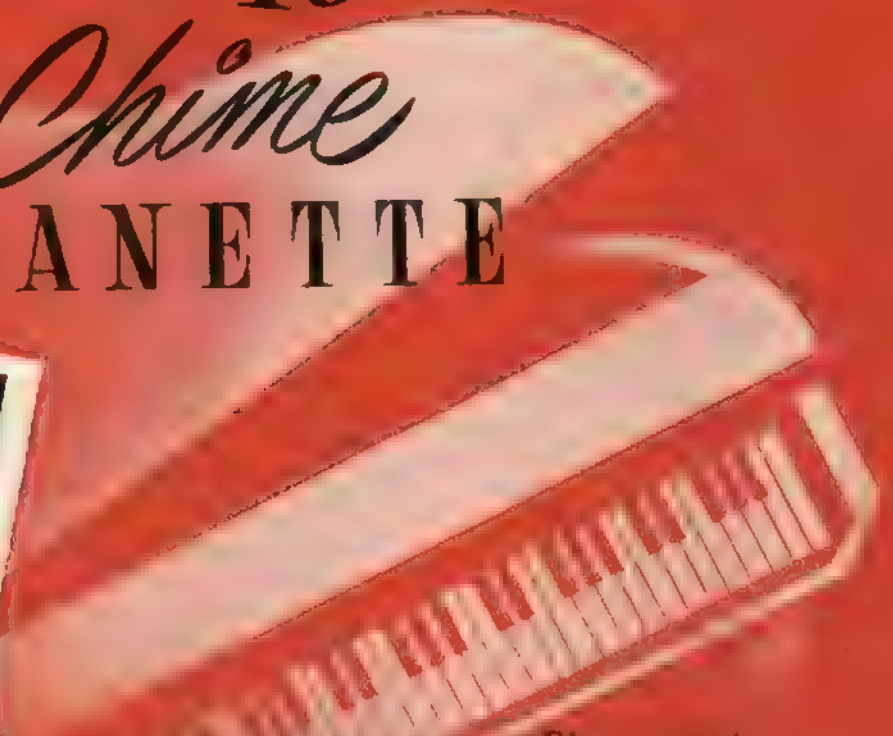
Each

No. 782—Wt. each 3½ lbs. .. ..$.....

Open stock.


America's Finest
BUDDY
WOOD TOYS
HENRY KATZ

Ely Mello-Tone Chime PIANETTE



IN TUNE WITH THE TIMES, Ely presents its complete new line of 8 to 21 key "Mello-Tone Chime Pianettes".

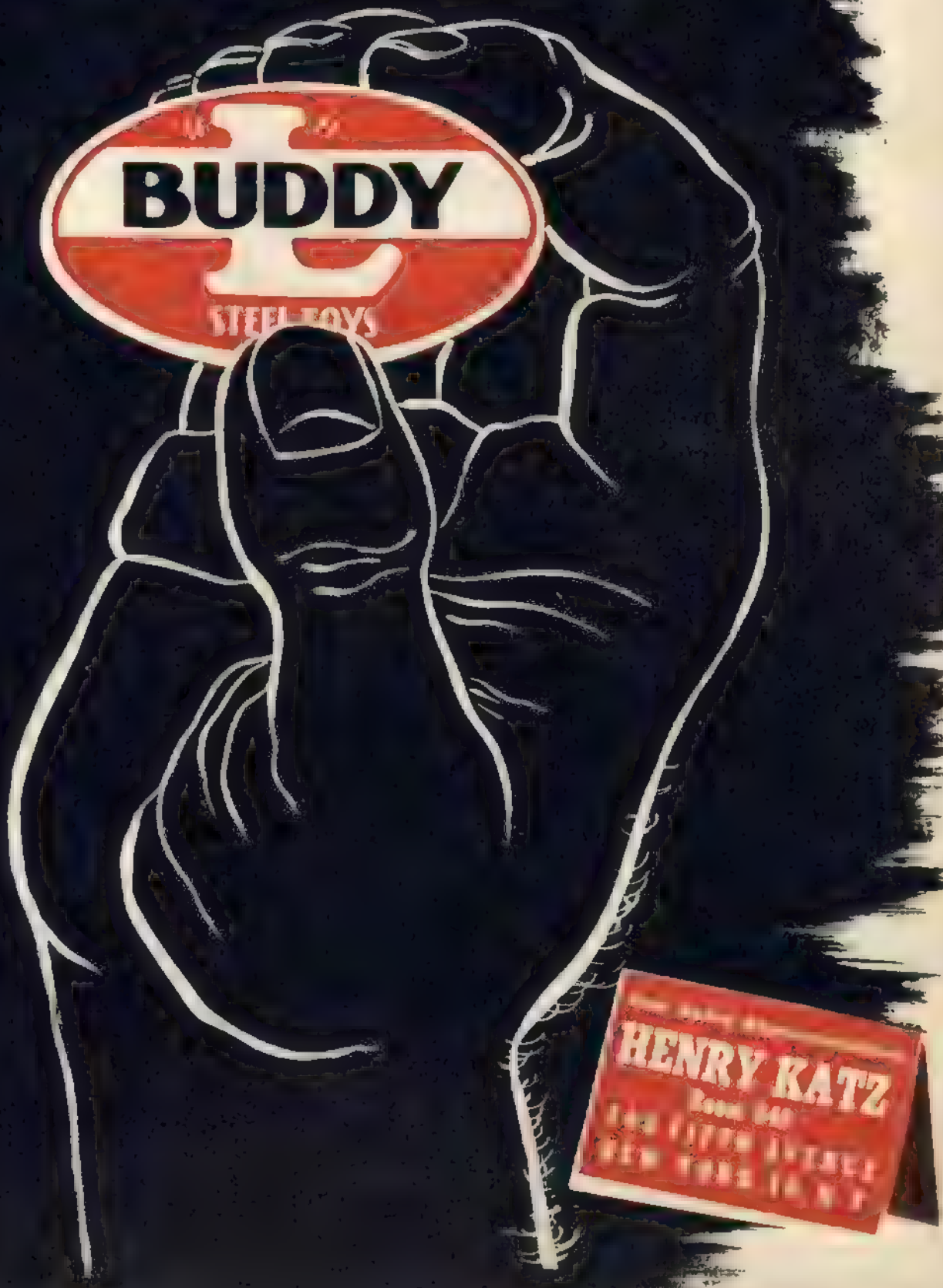
If it is an Ely piano it is perfectly tuned with Ely's exclusive "Mello-Tone" Chime Construction.

Ely pianos are designed in the modern American style . . . an innovation in toy pianos.

THEO. J. ELY *Manufacturing Company*

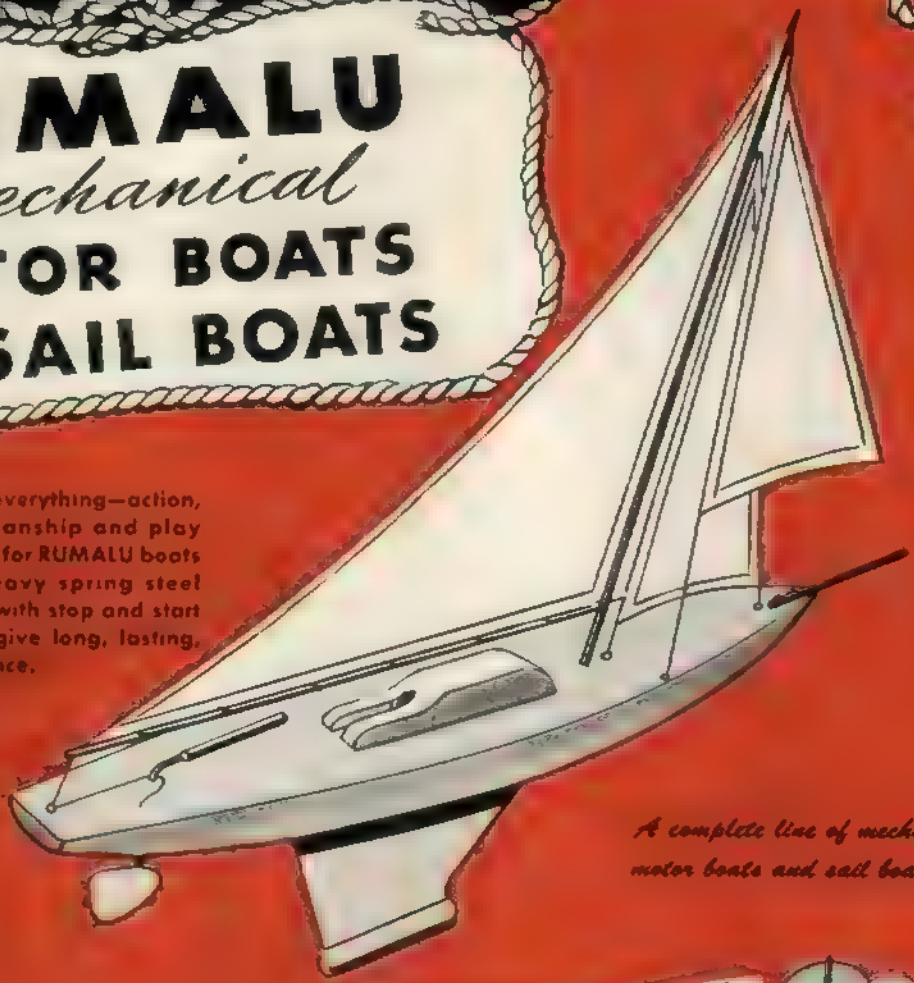
GIRARD, ERIE COUNTY, PENNA.

Playthings

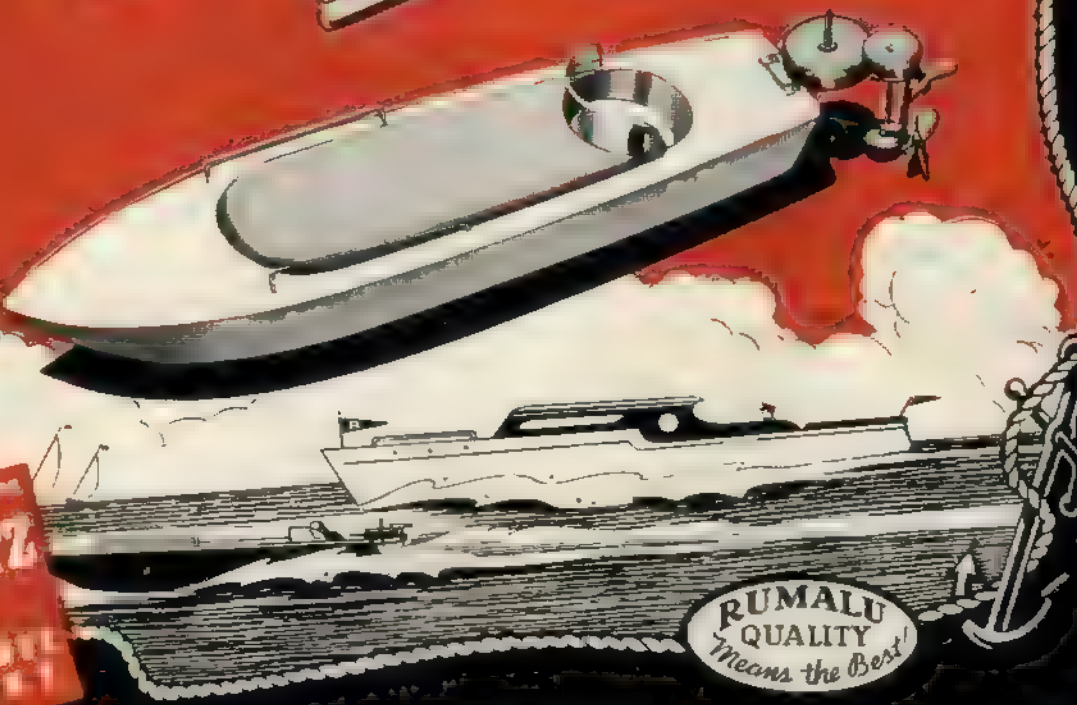


RUMALU
Mechanical
MOTOR BOATS and SAIL BOATS

These toys have everything—action, beauty, craftsmanship and play value. All motors for RUMALU boats are durable, heavy spring steel winding motors with stop and start clutch and will give long, lasting, dependable service.



A complete line of mechanical motor boats and sail boats.



HENRY KATZ

RUMALU QUALITY *Means the Best!*

RUMALU TOY MANUFACTURING CO., BOSTON, MASS.

STRUCTO

STEEL

LIVE-ACTION

PULL TOYS

BECAUSE CHILDREN
LIKE THEM
ADULTS BUY
THEM

RUGGED • BUILT TO SCALE

STRUCTO STEEL LIVE-ACTION PULL TOYS

POPULAR WITH CHILDREN FOR OVER 37 YEARS

NEW IN DESIGN

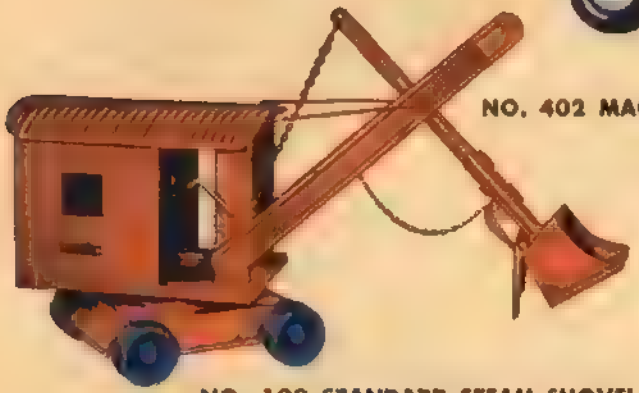
NO. 105 HEAVY-DUTY STEAM SHOVEL

BACK VIEW

FRONT VIEW

NO. 200 DUMP TRUCK

NO. 402 MACHINERY TRUCK AND STEAM SHOVEL



NO. 100 STANDARD STEAM SHOVEL

NO. 250 AERIAL FIRE TRUCK

No. 100 STANDARD STEAM SHOVEL

● Patented . . . Size: 20½ in. long, 6⅛ in. wide, 7¾ in high . . . Color: Construction Orange . . . Crank controls the automatic unloading of shovel . . . Cab revolves . . . Packed and shipped individually . . . Shipping weight, 36 lbs. per doz. A popular Structo live-action pull toy.

No. 105 HEAVY-DUTY STEAM SHOVEL

● Patented . . . Size: 21½ in. long, 6⅛ in. wide, 7¾ in. high . . . Color: Bright Horizon Blue . . . An accurate replica of the latest heavy-duty steam shovel. Crank controls the automatic unloading of shovel . . . Cab revolves . . . Rubber tractor tread . . . Packed and shipped individually . . . Shipping weight, 38 lbs. per doz.

No. 200 DUMP TRUCK

● Size: 20 in. long, 6¾ in. wide, 6¼ in. high . . . Color: Cardinal Red . . . Rubber wheels . . . Box raises and unloads automatically . . . Hood raises . . . Packed and shipped individually . . . Shipping weight, 53 lbs. per doz. One of the fastest-moving of Structo's sturdy, accurate reproductions of full-sized equipment, appealing to children.

No. 250 AERIAL FIRE TRUCK

● Size: 24 in. long, 6¾ in. wide, 6¼ in. high . . . Color: Red with yellow ladders . . . Rubber wheels . . . Large bell . . . Hood raises . . . Three 15 in. extension ladders . . . Clever crank control mechanism easily raises and lowers skyscraper ladders . . . Packed and shipped individually . . . Shipping weight, 47 lbs. per doz.

No. 402 MACHINERY TRUCK AND STEAM SHOVEL (2 complete items)

● TRUCK — Size: 21½ in. long, 6¾ in. wide, 6¼ in. high . . . Color: Construction Orange . . Truck has removable loading skid, crank, steel chain mechanism and rubber wheels . . Hood raises. HEAVY-DUTY STEAM SHOVEL — Same as No. 105 . . . Both toys packed and shipped as one unit. Shipping weight, 82 lbs. per doz.

THEY'RE CHILD CONDITIONED

● Conditioned to appeal to the child's desire for authenticity and accurate detail . . . so important to him.

● Conditioned to withstand rough playtime abuse indoors or out. This is, of course, mighty popular with parents.

● Conditioned to provide real live-action in every boy's world of make-believe . . . so essential in fine toys.

● You'll find universal appeal in STRUCTO Live-action Pull Toys. Styled by engineers who designed the popular International Truck, these outstanding new toys are colorful, accurate, up-to-date reproductions of their larger counterparts. For play value and fidelity of detail you can't beat STRUCTO — best for 37 years.

STRUCTO

THE LIVE ACTION PULL TOY THAT'S CHILD-CONDITIONED

● Within our plant, modern manufacturing facilities are coupled with *37 years of toy-making "know-how"* to produce the finest quality steel pull toys. Take our enameling plant, for example. Here each toy is sent through an 85 foot pass oven — where the brightly colored enamel finishes are baked with special infra-red rays to assure added brilliance and lasting beauty. Yes, new designs, new action, new child appeal are yours when you count on Structo as your top quality fastest-moving line of toys. Place your order today.

STRUCTO MFG. COMPANY

FREEPORT • ILLINOIS

NEW YORK SALES OFFICE • ROOM 536 • 200 FIFTH AVE. • NEW YORK CITY

GLASS LAMP ASSORTMENT

OIL LAMPS

Solid one piece pressed glass, with cemented brass collar, without burners or chimneys. Height, 9 inches, capacity 26 ounces. Assortment contains twelve lamps, three each of four different designs in number 2 collar size.

No.	Wt. per asst	Per asst
980	49 lbs.	$12.00

One assortment in a carton

EAGLE LAMP BURNERS

Nos. 1 to 3

No. 3 fits No. 2 or No. 3 collar; takes No. 3 or D wick.

No.	Wt. per doz	Per doz
1 (or A)	1¼ lbs.	$2.90
2 (or B)	1½ lbs.	3.00
3 (or D)	3 lbs.	6.60

One dozen in a carton

COLEMAN LANTERNS

GASOLINE

Instant-lite lantern, with pyrex globe. 6¾ inch green porcelain top. Built-in pump. Two No. 21A mantles.

No.	Height	Wt. Each	Each
220-D	14½ in.	5½ lbs.	(F)$9.95

One in a carton.

Same general description as No. 220D, except has 8⅜ in. ventilator. Complete with pyrex globe, two mantles and wrench.

No.	Height	Wt. Each	Each
228-D	14½ in.	6 lbs.	(F)$10.95

One in a carton

Single mantle. Bulge type pyrex globe. 5½ in. Green porcelain top.

No.	Height	Wt. Each	Each
242-C	12½ in.	4 lbs.	(F)$8.45

One in a carton.

(F) Fair Traded

COLEMAN LAMP

Burns gasoline or kerosene. Decorated fluted shade in assorted designs. Lamp finished in ivory and gold. Pyrex glass globe.

No.	Height	Wt. Each	Each
152	19½ in.	6 lbs.	(F)$12.95

One in a carton

COLEMAN FUNNELS

No. 0

No. 1

For filtering fuel used in Coleman lanterns and lamps.

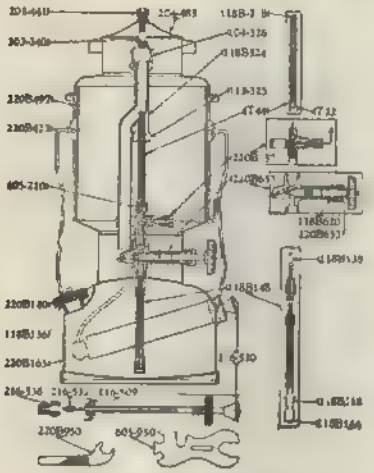
No.	Dia.	Height	Cap. per Min.	Each
0	2½ in.	3¼ in.	½ gal.	(F)$0.75
1	5 in.	6 in.	4 gal.	(F) 1.75

EXTRA FILTER PADS

No.	Diam. in.	Each
0	2½ in.	(F)$0.25
1	5 in.	(F) .60

Packed loose

COLEMAN LANTERN REPAIR PARTS

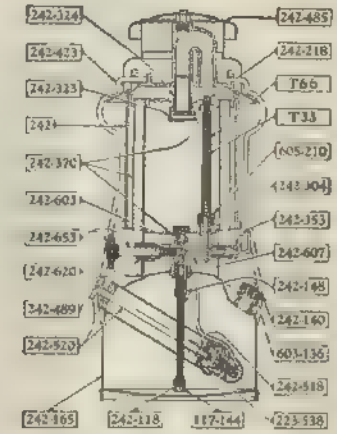


Nos. 220C, 228C

LANTERNS

Parts No.	Name of Part	Retail Price
T44G	Generator and Gas Tip Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V")	$0.60
330	Pyrex Glass Globe	1.00
101-324	Burner Tube	.21
112-323	Burner Cap and Screens	.18
118B118	Fuel Tip (Marked "AB")	.09
118B136	Filler Plug Gasket	.03
118B138	Fuel Tip Cleaning Needle	.21
118B148	Fuel and Air Wire Complete (Fuel Tip Marked AB")	.99
118B218	Gas Tip (Marked "V")	.09
118A304	Eccentric Block	.09
118B326	Mixing Chamber	.69
220B322	Air Intake Tube	.69
118B620	Valve Stem Packing	.03
203-441	Ventilator Ball Nut	.15
216-509	Pump Leather	.06
216-520	Pump Plunger Complete (Less Air Stem)	.81
216-532	Air Stem	.27
216-538	Check Valve	.27
220B140	Filler Plug Complete	.69
220B165	Fount Complete	6.00
220B340	Ventilator Rod	.15
220B353	Tip Cleaner Stem (Packed)	.42
220B357	Gas Tip Cleaner Complete, Assembled	.99
*220B423	Bail	.21
220C429	Globe Base Rest	.27
*220B485	Ventilator (Porcelain 6¾ inch Base)	1.95
*220B498	Frame and Bail	1.20
‡220C653	Valve Stem Complete	.99
‡220C657	Fuel Valve Complete	2.40
220B950	Wrench (Small)	.21
†227-480	Ventilator (Porcelain—6¾ inch Base)	2.70
†228B423S	Bail	.21
†228B498	Frame and Bail	1.20
†228C429	Base Rest	.27
605-210	Jamb Nut	.03
605-950	Wrench	.21

‡Order 220C653 and 220C657 for 220BX Lantern.
†For Lantern Model No. 228B and 228C.
*For Lantern Model No. 220B and 220C.



No. 242C

INSTANT-LITE LANTERN

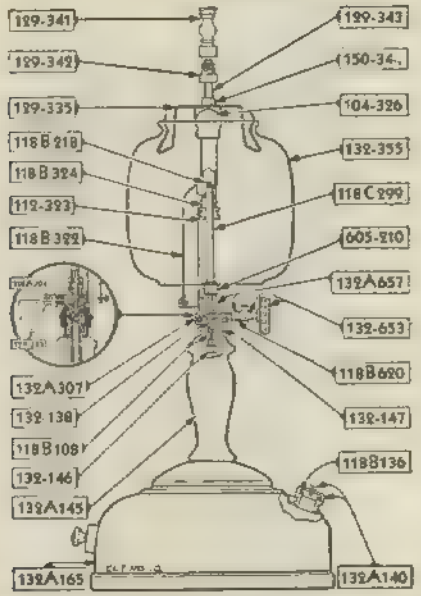
Parts No.	Name of Part	Retail Price
T66	Generator (Gas Tip Marked "6")	$0.60
550	Pyrex Glass Globe	.75
†216-509	Pump Leather	.06
242-140	Filler Plug Complete	.42
242-218	Gas Tip (Marked "6")	.09
242-304	Tip Cleaner Eccentric Block	.09
242-323	Burner Cap and Screen	.42
242-324	Burner Tube	.21
242-353	Tip Cleaner Stem Complete	.21
242-441	Ventilator Ball Nut	.09
242-620	Valve Stem Packing	.03
242-653	Valve Stem Complete	.42
242A148	Fuel and Air Wire Complete (Fuel Tip Marked "L")	.48
242A370	Frame and Burner Complete	1.95
242A423	Bail	.27
242A440	Ventilator Rod	.15
242A657	Fuel Valve Complete	1.65
†242B165	Fount Complete	4.80
242B484	Ventilator	.99
†242C489	Globe Base Rest	.21
†242B532	Pump Air Stem	.27
†242B538	Check Valve	.27
†242B520	Pump Plunger Complete (Less Air Stem)	.60
603-136	Filler Plug Gasket	.03
604A456	Hexagon Brass Nut (¼"-20)	.03
605-210	Jamb Nut	.03

*For No. 242A †For Nos 242B and 242C.

For repair parts not listed, refer to Coleman Repair Parts Catalog No. 30. Available on request.

These Coleman Products are sold under the Fair Trade Act

COLEMAN LAMP REPAIR PARTS

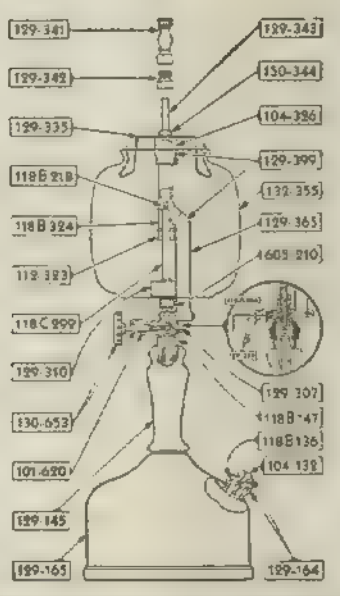


INSTANT LIGHTING AND KEROSENE LAMP

Alcohol-Generating

Model No. 152

Order by Number	Part Name	Net Retail Price
T44G	Generator and Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V") (118B299)	$ .60
T44K	Generator and Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V" (118C299)	.60
139SD	Parchment Shade	1.15
855	Pyrex Glass Mantle Protector (132-355)	1.00
101-324	Burner Tube	.21
104-469	Hanger Rod	.21
112-323	Burner Cap and Screen	.18
112-325	Burner Cap Screen	.03
118A304	Eccentric Block	.09
118B136	Filler Plug Gasket	.03
118B218	Gas Tip (Marked "V")	.09
118B326	Mixing Chamber	.69
118B620	Valve Stem Packing	.03
129-335	Shade Holder Clamps Packed	.42
129-341	Finale	.48
129-342	Finale Nut	.18
129-343	Shade Support Rod	.15
129-353	Tip Cleaner Stem Assembly	.21
129-361	Finale Assembly	.81
129-365	Air Intake Tube	.60
132-147	Handle Lock Nut	.15
132-148	Fuel and Air Tube Assembly	.81
132A354	Valve Body	.99
152-145	Handle	.45
152-165	Fount Complete	6.00
139-399	Burner Complete	4.05
139-653	Valve Stem Complete	.48
139-657	Valve Complete	1.80
150-344	Support Rod Nut	.03
216-509	Pump Leather	.06
220B140	Filler Plug Complete	.69
235-310	Preheater Cup and Wick	.21
242B532	Pump Air Stem	.27
242B538	Check Valve	.27
242K910	Alcohol Generating Can	.42
605-210	Jamb Nut	.03



INSTANT LIGHTING AND KEROSENE LAMP

Alcohol-Generating

Model No. 139

Order by Number	Part Name	Net Retail Price
T44G	Generator and Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V") (118B299)	$0.60
T44K	Generator and Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V") (118C299)	.60
101-324	Burner Tube	.21
104-469	Hanger Rod	.21
112-323	Burner Cap and Screen	.18
112-325	Burner Cap Screen	.03
118A304	Eccentric Block	.09
118B136	Filler Plug Gasket	.03
118B218	Gas Tip (Marked "V")	.09
118B326	Mixing Chamber	.69
118B620	Valve Stem Packing	.03
129-335	Shade Holder Clamps (Packed)	.42
129-341	Finale	.48
129-342	Finale Nut	.18
129-343	Shade Support Rod	.15
129-353	Tip Cleaner Stem Assembly	.21
129-361	Finale Assembly	.81
129-365	Air Intake Tube	.60
132-147	Handle Lock Nut	.15
132-148	Fuel & Air Tube Assembly	.81
132A354	Valve Body	.99
139-145	Handle	.42
139-165	Fount Complete	4.80
139-399	Burner Complete	4.05
139-653	Valve Stem Complete	.48
139-657	Valve Complete	1.80
150-344	Support Rod Nut	.03
216-509	Pump Leather	.06
220B140	Filler Plug Complete	.69
235-310	Preheater Cup & Wick	.21
242B532	Pump Air Stem	.27
242B538	Check Valve	.27
242K910	Alcohol Generating Can	.42
605-210	Jamb Nut	.03

These Coleman Products are sold under the Fair Trade Act.

MANTLES

SILK-LITE MANTLES

Super Quality-Rayon Fibre

Single-weave design, scientifically meshed and treated for greater flexibility, and reinforced for greater durability necessary for withstanding exceptionally severe shocks.

No		Wt. per doz.	Per doz.
21	Junior	2 ozs.	$1.90

No. 20 — Senior

Same quality as No. 21 for use on all single mantle gasoline or kerosene lamps and lanterns using this (Senior) size mantle.

No.		Wt. doz.	Per doz.
20	Senior	3 ozs.	$3.00

One dozen in a package.

GENUINE COLEMAN

This is a good quality, Low Priced Mantle of Coleman make. Made of special selection Rayon Fibre, single weave design.

No	Wt. per doz.	Per doz
31	3 ozs	$1.70

One dozen in a package

PYREX CHIMNEYS

FOR COLEMAN LANTERNS

No. 330

High grade heat-resisting glass for use on lanterns No. 220-B and 228-B only.

No	Wt. doz.	Per doz.
330	6 lbs.	$16.80

PYREX CHIMNEYS

FOR COLEMAN LANTERNS

Made of high grade heat-resisting Pyrex Glass. Bulge-type chimneys do not break from heat as the flame cannot come in contact with sides of the chimney.

No. 550-W for use on No. 242-A Junior Lantern.

No. 660 Bulge-type for use on No. 237-A Lantern.

No.	Wt. per doz.	Per doz.
550-W	6 lbs.	$12.00
660	13½ lbs.	16.80

One-half dozen in a carton.

MICA CHIMNEYS

FOR COLEMAN LANTERNS

(Thirteen-piece) for all Quick-lite and Instant-lite lanterns except No. 242.

No.	Wt. each	Per doz
827	2 ozs.	$10.80

For use on No. 242 Junior lantern only.

No	Wt. each	Per doz
440	2 ozs	$8.40

One dozen in a carton.

GLOBES

HALF FROSTED

Globes for replacement on the Coleman Compressed Gas Lighting Fixtures.

No.	Description	Per doz.
062	Half frosted globe	$25.20

PYREX

For use with Nos. 134-P, 132-A, 129 and 133 lamps.

No.	Wt. per doz.	Per doz.
855	7 lbs.	$15.10

GENERATORS

For Coleman Lamps and Lanterns

Coil generator is standard equipment on all Quick-lite lamps and lanterns.

No.	Wt. per doz	Per doz.
Q-90	¾ lb.	$7.92

Rotary generator to be used on Instant-lite models 117, 118, 220 and 228 and all Quick-lite models. Has automatic cleaning needle operated by rotary lever.

No.	Wt. per doz.	Per doz.
R-55	1 lb.	$12.00

No. T44G

Coleman generator equipped with gas tip cleaning needle for Nos. 220B and 228B Coleman gasoline lanterns

No.	Wt. per doz.	Per doz
T44G	½ lb.	$10.32

No. T44K

Generator as above except for use on kerosene burning lamps and lantern No. 235.

No.	Wt. per doz.	Per doz.
T44K	½ lb.	$10.32

No. T66

Coleman generator same construction as No. T44G for use on Nos. 242-242A-242B-234-243 and 243A Coleman lanterns.

No	Wt. per doz.	Per doz.
T66	½ lb.	$10.32

The New Look IN TOYS

"REALISM IN MINIATURE"

Model TOYS

YOUNGSTERS *demand it!*

TESTED AND COMMENDED by PARENTS' MAGAZINE CONSUMER SERVICE BUREAU

Model CONCRETE MIXER No. 2002

Authorized Reproduction of Jaeger Concrete Mixer. All steel; Goodyear rubber tires. Mixes real concrete! Overall length, 15". Weight, 7 lbs.

Model BUCKET LOADER No. 2001

Authorized Reproduction of Barber-Greene High Capacity Bucket Loader. All steel, caterpillar tread; chain drive. Overall height, 18". Weight, 9 lbs. 13 oz.

Model EARTH HAULER No. 2000

Authorized Reproduction of Wooldridge Heavy Duty Earth Hauler. All steel; Goodyear rubber tires. Overall length, 25". Weight, 10 lbs., 9 oz.

Model ROAD GRADER No. 2006

Authorized Reproduction of Adams Diesel Motor Grader. It's the new, 1948 addition to the Doepke line; and your sales will be on the up-grade the minute you stock it! *For more information, see next page!*

Built as ruggedly as the heavy construction equipment from which they're scaled, *Model* Toys are designed to last through a *whole childhood!* They're far and away the best buys in the toy field, for they provide years of play, summer or winter, indoors or out!

Children like the *realism* of *Model* Construction Toys! No "never-never land" of make-believe fantasy for today's youngsters; they like toys that actually work! So, the *Model* Road Grader grades and smooths the "construction site". The Bucket Loader fills the Earth Hauler, and the Concrete Mixer can actually load, mix, and pour real concrete.

That shows how *Model* Toys *sell each other*

Parents, too, welcome the shift in child play patterns from the destruction of war to the construction of peace. They want toys for their children that challenge young minds and hands . . . *in a constructive way.* And they want results from the dollars they spend for their childrens' happiness.

That's why . . .

The *best-built* toys in America are the *best-selling* toys in America!

AT THE TOY FAIR

See these *Model* Sales Representatives to see the *Model* line!

EAST
Joseph J. Barnett

SOUTHWEST
Forrest & Thigpen

FAR WEST
Ken Roberts

Rooms 559-553, 200 Fifth Avenue

MIDWEST
Hugh D. Kenney
Rooms 663-665
Hotel McAlpin

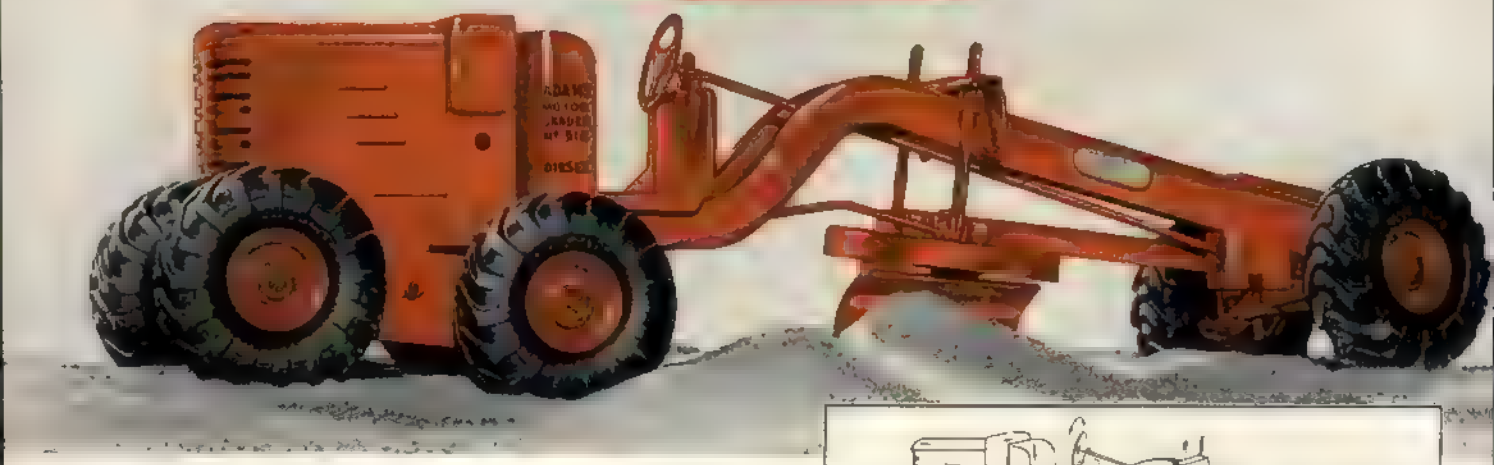
SOUTH
Atlanta Toy Mart
Governor Clinton Hotel
(Private showing until April 1st.)

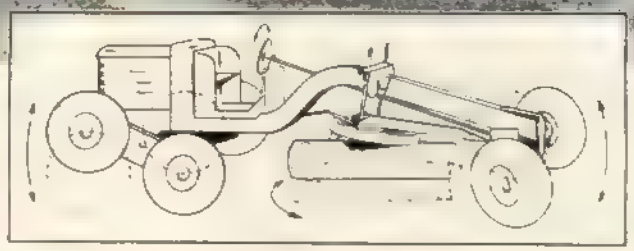
Model TOYS

THE CHARLES WILLIAM DOEPKE MFG. CO., INC.
ROSSMOYNE, OHIO

THIS IS THE *New Look* IN TOYS!

NEW DOEPKE *Model* TOY!





Here's a toy that's packed with *action!* Tandem-mounted wheels keep Model Road Grader level at all times. Scraper blade turns in 90° arc, adjusts three ways. All steel; Goodyear rubber tires. Overall length, 26". Weight, 10 lbs., 2 oz.

NEW *Model* TOYS PACKAGE DEAL!

WHOLESALERS!

No more handling problems! Here's a compact, easy-to-sell deal that won't stay warehoused! Two Bucket Loaders, two Concrete Mixers, and an Earth Hauler packed with a counter card for point-of-sales power! Unitized for easier selling, the new Model Toy Package Deal is a complete window display in itself. Gain new customers with a deal that's "designed to sell"!

DEALERS!

Here's your opportunity to try the Model Line . . . to prove to yourself the salesworthy appeal of Model Toys! Unlimited possibilities for attractive counter and window displays . . . to make shoppers *buyers!* The "best buy in toys"—not only for you, but for your customers!

NEW *Model* TRADE DISCOUNT

1948 brings increased trade discounts on the entire Model line! And, bigger discounts on the fastest-moving item in the quality field means bigger profits for you!

THE CHARLES WILLIAM DOEPKE MFG. CO., INC.
ROSSMOYNE, OHIO

ORDER NOW for early delivery from these Model Toys Sales Representatives!

EAST
Mr. Joseph J. Barnett
Rooms 559-553
200 5th Avenue
New York, New York

AT THE FAIR
Same Address

MIDWEST
Mr. Hugh D. Kenney
1443 Merchandise Mart
Chicago, Illinois

AT THE FAIR
Rooms 663-665,
Hotel McAlpin

SOUTH
Atlanta Toy Mart
Mr. William A. Yarborough
1022 Juniper, N. E.
Atlanta, Georgia

AT THE FAIR
Governor Clinton Hotel
(Private showing until
April 1st.)

SOUTHWEST
Forrest & Thigpen
6002 Worth Street
Dallas, Texas

AT THE FAIR
Rooms 559-553,
200 5th Avenue

FAR WEST
Mr. Ken Roberts
Western Merchandise Mart
1355 Market Street
San Francisco 3, California

AT THE FAIR
Rooms 559-553,
200 5th Avenue

Printed in U. S. A. 1948

FIESTA WARE

Fiesta is superbly shaped, is of high quality both in material and texture. Designed and executed with artistic skill. A wide variety of items, increasing the possibilities of creating a table ensemble of true color harmony

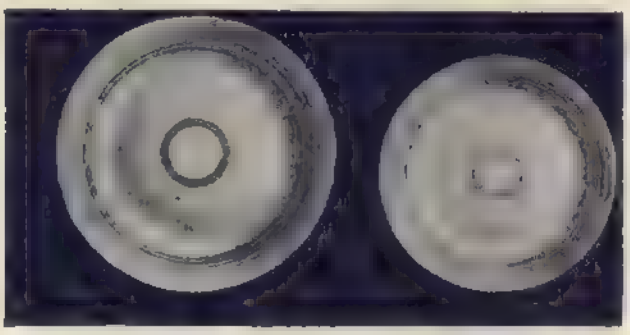
Comes in six colors, turquoise, green, yellow, blue, old ivory, and red

COFFEE POT REG. | TEA POT MEDIUM | DISC WATER JUG (2 QTS.) | JUG (2 PTS.)

Per dozen

Coffee Pot—Wt. per dozen 30 lbs. ... $..
Tea Pot—Wt. per dozen 21 lbs. ....
Water Jug—Cap. 2 qts.; wt. per dozen 32 lbs. ....
Jug—Cap. 2 pts.; wt. per dozen 15 lbs. ....

Open stock.



CHOP PLATE 15" | CHOP PLATE 13"

Per dozen

Chop Plate—Diam. 15 in.; wt per dozen 52 lbs . .$....
Chop Plate—Diam 13 in; wt per dozen 35 lbs. .... . .

Open stock.

PLATE 9" | PLATE 7" | PLATE 6" | TEA CUP & SAUCER

Per dozen

Plate—Diam. 9 in.; wt. per dozen 15 lbs. .....$.....
Plate—Diam. 7 in.; wt. per dozen 9 lbs. ....
Plate—Diam. 6 in.; wt. per dozen 6 lbs. ....
Tea Cup and Saucer—Wt. per dozen 9½ lbs. ....

Open stock.

COVERED CASSEROLE | CREAM SOUP CUP | DEEP PLATE 8"

Per dozen

Covered Casserole—Wt. per dozen 32 lbs. .....$.....
Cream Soup Cup—Wt. per dozen 7 lbs. ....
Deep Plate Diam 8 in, wt. per dozen 11½ lbs. ....

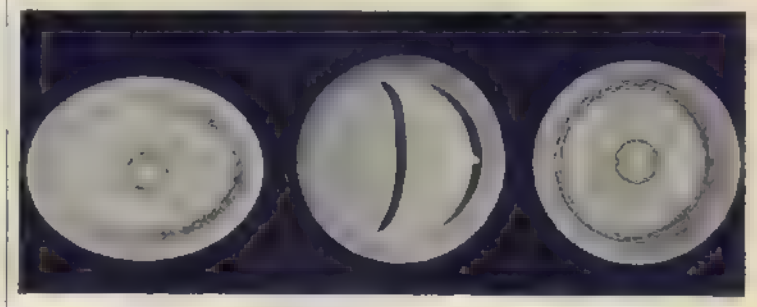
Open stock.

SAUCE BOAT | COVERED SUGAR | CREAMER | SALT & PEPPER SHAKERS

Per dozen

Sauce Boat—Wt. per dozen 13 lbs . . . .$...
Covered Sugar—Wt. per dozen 8½ lbs .. ..
Creamer—Wt. per dozen 5½ lbs ....
Salt and Pepper Shakers—Wt. per dozen sets 4 lbs. ....

Open stock.



PLATTER 12" | COMPARTMENT PLATE 10½" | PLATE 10"

Per dozen

Platter Diam. 12 in; wt per dozen 28 lbs . . ..$ .. .
Compartment Plate—Diam 10½ in; wt. per dozen 24 lbs. ....
Plate—Diam. 10 in.; wt. per dozen 20 lbs . . ..

Open stock

COFFEE CUP & SAUCER A. D. | DESSERT 6" | FRUIT 5½" | FRUIT 4¾"

Per dozen

Coffee Cup and Saucer—Wt. per dozen 6½ lbs . .. ...$...
Dessert Dish—Diam. 6 in.; wt. per dozen 8 lbs ....
Fruit Dish—Diam. 5½ in.; wt. per dozen 6 lbs .. . . .
Fruit Dish—Diam. 4¾ in.; wt. per dozen 5 lbs. .. ..

Open stock.

NAPPY 8½" | EGG CUP | TOM & JERRY MUG | ASH TRAY

Per dozen

Nappy—Diam. 8½ in.; wt. per dozen 18 lbs . ...$ ...
Egg Cup—Wt. per dozen 5 lbs. ....
Tom and Jerry Mug—Wt. per dozen 6¼ lbs . ...
Ash Tray—Wt. per dozen 4¾ lbs .. . .

Open stock

HOMER LAUGHLIN DECORATED DINNER WARE

CHINA

Regular weight

32 Piece Set

Contents of set.

6—Cups	6—6 in. Plates	1—8½ in. Dish
6—Saucers	6—5 in. Fruits	1—11½ in. Platter
6—9 in. Plates		Per set

No. VR—124/32—Consists of 32 pieces as enumerated above; wt. per set 20 lbs. ... . $ . . .

62 Piece Set

Contents of set:

8—Cups	8—6 in. Plates	1—8½ in. Oval Dish
8—Saucers	8—8 in. Soup Plates	1—8½ in. Round dish
8—10 in. Plates	8—5 in. Fruits	1—Sugar and Cover
8—8 in. Plates	1—13½ in. Platter	1—Cream
		Per set

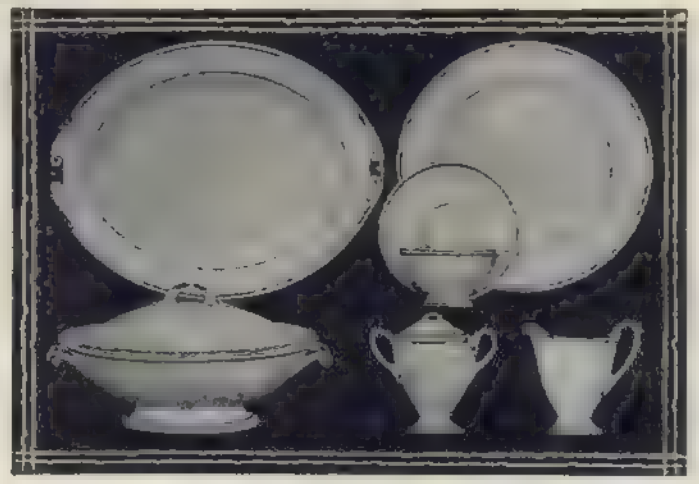
No. VR 124/62—Consists of 62 pieces as enumerated above; wt. per set 38 lbs. ....$.....

95 Piece Set

Contents of set:

12—Cups	12—5 in. Fruits	1—Sauce Boat
12—Saucers	1—11½ in. Platter	1—Pickle
12—10 in. Plates	1—15½ in. Platter	1—Sugar and Cover
12—8 in. Plates	1—8½ in. Round dish	1—Cream
12—6 in. Plates	1—8½ in. Oval Dish	1—Casserole and Cover
12—8 in. Soup Plates		Per set

No. VR 124/95—Consists of 95 pieces as enumerated above; wt. per set 66 lbs. . ...$.. . .



Gold trim hollow ware; thin eggshell

32 Piece Set

Contents of set

6—Cups	6—6 in. Plates	1—8½ in. Dish
6—Saucers	6—5 in. Fruits	1—11½ in. Platter
6—9 in. Plates		Per set

No. G-3486/32—Consists of 32 pieces as enumerated above: wt. per set 20 lbs. ....$..

62 Piece Set

Contents of set:

8—Cups	8—6 in. Plates	1—8½ in Oval Dish
8—Saucers	8—8 in. Soup Plates	1—8½ in Round dish
8—10 in. Plates	8—5 in. Fruits	1—Sugar and Cover
8—8 in. Plates, Square	1—13½ in. Platter	1—Cream
		Per set

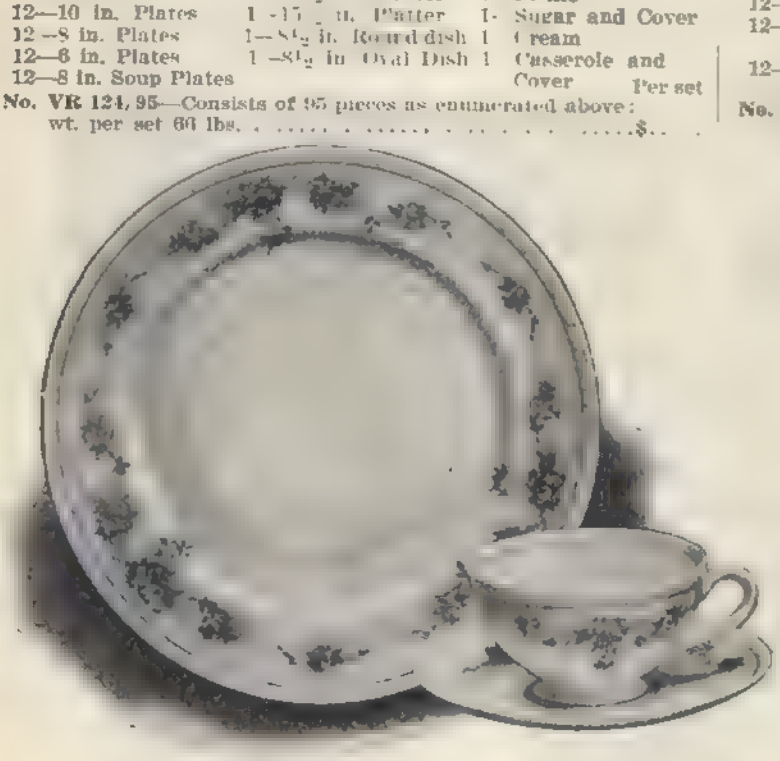
No. G 3486/62—Consists of 62 pieces as enumerated above; wt. per set 38 lbs. ....$... .

95 Piece Set

Contents of set:

12—Cups	12—8 in. Soup Plates	1—Casserole and Cover
12—Saucers	12—5 in. Fruits	1—Sauce Boat
12—10 in. Plates	1—11½ in. Platter	1—Pickle
12—8 in. Plates, Square	1—15½ in. Platter	1—Sugar and Cover
12—6 in. Plates	1—8½ in. Oval Dish	1—Cream
	1—8½ in. Round dish	Per set

No. G 3486/95—Consists of 95 pieces as enumerated above, wt. per set 66 lbs . . . . $ ....



High-class, thin eggshell dinnerware

32 Piece Set

Contents of set

6—Cups	6—6 in. Plates	1—8½ in. Dish
6—Saucers	6—5 in. Fruits	1—11½ in. Platter
6—9 in. Plates		Per set

No. G 3370/32—Consists of 32 pieces as enumerated above; wt. per set 20 lbs. .....$.

62 Piece Set

Contents of set

8—Cups	8—8 in. Soup Plates	1—8½ in. Round Dish
8—Saucers	8—5 in. Fruits	1—Sugar and Cover
8—10 in. Plates	1—13½ in. Platter	1—Cream
8—8 in. Plates, Square	1—8½ in. Oval Dish	
8—6 in. Plates		Per set

No. G 3370/62—Consists of 62 pieces as enumerated above, wt. per set 38 lbs. . . . . $ . . .

95 Piece Set

Contents of set:

12—Cups	12—5 in. Fruits	1—Casserole and Cover
12—Saucers	1—11½ in. Platter	1—Sauce Boat
12—10 in. Plates	1—15½ in. Platter	1—Pickle
12—8 in. Plates, Square	1—8½ in. Oval Dish	1—Sugar and Cover
12—6 in. Plates	1—8½ in. Round Dish	1—Cream
12—8 in Soup Plates		Per set

No. G 3370/95—Consists of 95 pieces as enumerated: above; wt. per set 66 lbs. .. .. $.....

All above, one set in a carton

HOMER LAUGHLIN DECORATED DINNER WARE

CHINA

Regular weight

32 Piece Set

Contents of set

6—Cups	6—6 in. Plates	1—8½ in. Dish
6—Saucers	6—5 in. Fruits	1—11½ in. Platter
6—9 in. Plates		

Per set

No. R-1734/32—Consists of 32 pieces as enumerated above; wt. per set 20 lbs. .....$.....

One set in a carton.

62 Piece Set

Contents of set

8—Cups	8—6 in. Plates	1—8½ in. Oval Dish
8—Saucers	8—8 in. Soup Plates	1—8½ in. Round Dish
8—10 in. Plates	8—5 in. Fruits	1—Sugar and Cover
8—8 in. Plates	1—13½ in. Platter	1—Cream

Per set

No. R1734/62—Consists of 62 pieces as enumerated above; wt. per set 38 lbs. .....$.....

One set in a carton

95 Piece Set

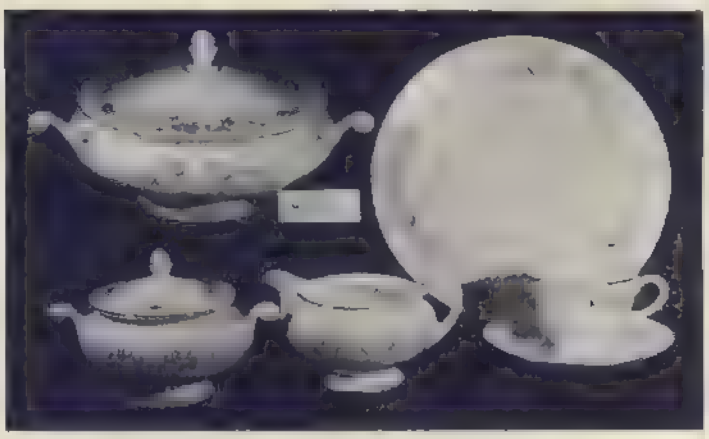
Contents of set

12—Cups	12—5 in. Fruits	1—Sauce Boat
12—Saucers	1—11½ in. Platter	1—Pickle
12—10 in. Plates	1—15½ in. Platter	1—Sugar and Cover
12—8 in. Plates	1—8½ in. Round Dish	1—Cream
12—6 in. Plates		1—Casserole and Cover
12—8 in. Soup Plates	1—8½ in. Oval Dish	

Per set

No. R1732/95—Consists of 95 pieces as enumerated above; wt. per set 60 lbs. .....$.....

One set in a carton



32 Piece Set

Contents of set

6—Cups	6—6 in. Plates	1—8½ in. Oval Dish
6—Saucers	6—5 in. Fruits	1—11½ in. Platter
6—9 in. Plates		

Per set

No. N1577/32—Consists of 32 pieces as enumerated above; wt. per set 20 lbs. .....$.....

One set in a carton.

Regular weight.

32 Piece Set

Contents of set

6—Cups	6—6 in. Plates	1—8½ in. Dish
6—Saucers	6—5 in. Fruits	1—11½ in. Platter
6—9 in. Plates		

Per set

No. R9524/32—Consists of 32 pieces as enumerated above; wt. per set 20 lbs. .....$.....

One set in a carton.

62 Piece Set

Contents of set

8—Cups	8—6 in. Plates	1—8½ in. Oval Dish
8—Saucers	8—8 in. Soup Plates	1—8½ in. Round Dish
8—10 in. Plates	8—5 in. Fruits	1—Sugar and Cover
8—8 in. Plates	1—13½ in. Platter	1—Cream

Per set

No. R9524/62—Consists of 62 pieces as enumerated above; wt. per set 38 lbs. .....$.....

One set in a carton

95 Piece Set

Contents of set

12—Cups	12—5 in. Fruits	1—Sauce Boat
12—Saucers	1—11½ in. Platter	1—Pickle
12—10 in. Plates	1—15½ in. Platter	1—Sugar and Cover
12—8 in. Plates	1—8½ in. Round Dish	1—Cream
12—6 in. Plates		1—Casserole and Cover
12—8 in. Soup Plates	1—8½ in. Oval Dish	

Per set

No. R9524/95—Consists of 95 pieces as enumerated above; wt. per set 60 lbs. .....$.....

One set in a carton.

Thin eggshell; light, very strong.

62 Piece Set

Contents of set

8—Cups	8—6 in. Plates	1—8½ in. Oval Dish
8—Saucers	8—8 in. Soup Plates	1—8½ in. Round Dish
8—10 in. Plates	8—5 in. Fruits	1—Sugar and Cover
8—8 in. Plates	1—13½ in. Platter	1—Cream

Per set

No. N1577/62—Consists of 62 pieces as enumerated above; wt. per set 38 lbs. .....$.....

One set in a carton.

95 Piece Set

Contents of set

12—Cups	12—5 in. Fruits	1—Sauce Boat
12—Saucers	1—11½ in. Platter	1—Pickle
12—10 in. Plates	1—15½ in. Platter	1—Sugar and Cover
12—8 in. Plates	1—8½ in. Round Dish	1—Cream
12—6 in. Plates		1—Casserole and Cover
12—8 in. Soup Plates	1—8½ in. Oval Dish	

Per set

No. N1577/95—Consists of 95 pieces as enumerated above; wt. per set 60 lbs. .....$.....

One set in a carton

HOMER LAUGHLIN DECORATED DINNER WARE

CHINA

32 Piece Set

Contents of set

6—Cups	6—6 in. Plates	1—8½ in. Dish
6—Saucers	6—5 in. Plates	1—11½ in. Platter
6—9 in. Plates		

Per set

No. G3380/32—Consists of 32 pieces as enumerated above: wt. per set 20 lbs. . . . . $ . .

One set in a carton.

Thin eggshell; light, very strong.

62 Piece Set

Contents of set

8—Cups	8—6 in. Plates	1—8½ in. Oval Dish
8—Saucers	8—8 in. Soup Plates	1—8½ in. Round Dish
8—10 in. Plates	8—5 in. Fruits	1—Sugar and Cover
8—8 in. Plates	1—13½ in. Platter	1—Cream

Per set

No. G3380/62—Consists of 62 pieces as enumerated above: wt. per set 38 lbs. . . . . $.

One set in a carton.

95 Piece Set

Contents of set

12—Cups	12—5 in. Fruits	1—Sauce Boat
12—Saucers	1—11½ in. Platter	1—Pickle
12—10 in. Plates	1—15½ in. Platter	1—Sugar and Cover
12—8 in. Plates	1—8½ in. Round Dish	1—Cream
12—6 in. Plates	1—8½ in. Oval Dish	1—Casserole and Cover
12—8 in. Soup Plates		

Per set

No. G3380/95—Consists of 95 pieces as enumerated above: wt. per set 66 lbs. . . . . $

One set in a carton.

SALEM DINNER WARE

BASKET PETIT POINT

Delicate little brown wicker basket of flowers in shades of old rose, orange and lavender. Fresh in color and dainty in detail. 22 karat gold band encircles the verge of each piece

66 Piece Set

Per set

66 Piece Set—Consists of 66 pieces as enumerated below. wt. per set 60 lbs. . . . . $.

One set in a carton.

Contents of 66 Piece Set

8—Cups	8—7 in. Coupe Soups	1—Cream Pitcher
8—Saucers	8—Fruit Dishes	1—1 pt. Gravy Boat
8—10 in. Dinner Plates	1—13 in. Meat Platter	1—Pickle Dish
8—7 in. Pie Plates	1—8 in. Vegetable Dish	1—11 in. Meat Platter
8—6 in. B&B Plates	1—Covered Sugar—2 piece	1—Covered Casserole—2 piece

35 Piece Set Per set

35 Piece Set—Consists of 35 pieces as enumerated below: wt. per set 25 lbs. . . . . $.....

One set in a carton.

Contents of 35 Piece Set

6—Cups	6—6 in. B&B Plates	1—8 in. Vegetable Dish
6—Saucers	6—Fruit Dishes	1—Covered Sugar 2 piece
6—9 in. Dinner Plates	1—11 in. Meat Platter	1—Creamer

53 Piece Set Per set

53 Piece Set—Consists of 53 pieces as enumerated below; wt. per set 38 lbs. . . . . $.....

One set in a carton.

Contents of 53 Piece Set

8—Cups	8—Fruit Dishes	1—8 in. Vegetable Dish
8—Saucers	8—7 in. Coupe Soups	1—Covered Sugar—2 piece
8—9 in. Dinner Plates	1—11 in. Meat Platter	1—Cream Pitcher
8—6 in. B&B Plates		

100 Piece Set

Per set

100 Piece Set—Consists of 100 pieces as enumerated below: wt. per set 80 lbs. . . . . $.....

One set in a carton.

Contents of 100 Piece Set

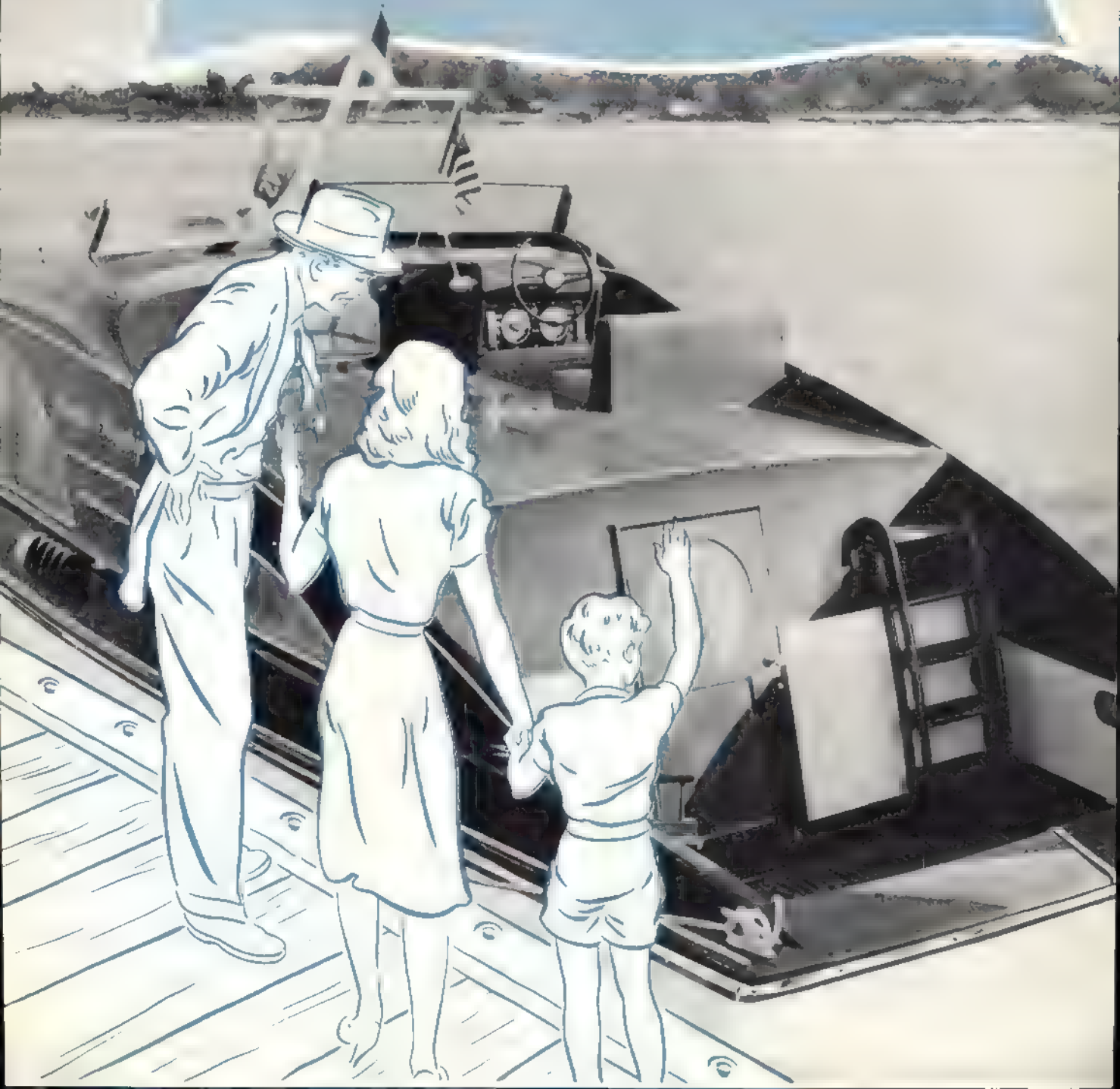
12—Cups	12—7 in. Coupe Soups	1—Covered Sugar—2 piece
12—Saucers	6—Oatmeals	1—Cream Pitcher
12—9 in. Dinner Plates	1—11 in. Meat Platter	1—Gravy Bowl
12—7 in. Pie Plates	1—13 in. Meat Platter	1—Covered Casserole—2 piece
12—6 in. B&B Plates	1—8 in. Vegetable Dish	1—Open Butter Dish
12—Fruit Dishes		

"NICE TO HAVE YOU ABOARD... to [illegible] the great new 1948 [illegible]!"

Each boat is a salt-water job . . . the product of an East Coast builder The East Coast, you know, is the cradle of American boat-building. We have learned how . . . from the roughness of sea and sun and age. This knowledge, which only experience can give, has built the new Owens Fleet.

You'll find to a great extent, more of the modern in more of the old in the Owens 1948 Fleet. Our stringers are heavier, our ribs more numerous, our hull strength is greater. Our materials are longer-lived . . . and she's tops in roominess and luxury afloat. The fact that they're moving at a pretty fast clip on our seven block-long assembly lines means that the prices on these fine boats are *right*.

Next best thing to the thrill of skippering one of these craft is to read about it. And . . . if you want more details without obligation, get in touch with your nearest dealer or write direct to the Owens Yacht Company, 2-41 Stansbury Road, Baltimore 22, Md



THE 3-CABIN FLAGSHIP . . .

more roomy, more livable, more beautiful!

Like all salt-water built boats, this handsome 42-footer has been built to take anything Father Neptune can dish out! For example, she features the famous ocean-liner round-bottom Duraform hull . . . steam-bent, white oak frames, closely spaced and then completely sheathed from sheer to keel with an inner strength-skin, and THEN carvel planked (full thickness) with clear grain cedar. This construction is the highest development of East Coast boat-building. *This* is your all-weather cruiser You have a sleek mahogany bridge deck (made particularly strong)—when the sea is bright and sunny, then you and all your guests can enjoy the aft cockpit together. But when Mother Nature kicks up a nasty storm, you will still enjoy taking the inside controls to drive her home hard That's the advantage of our new dual controls.

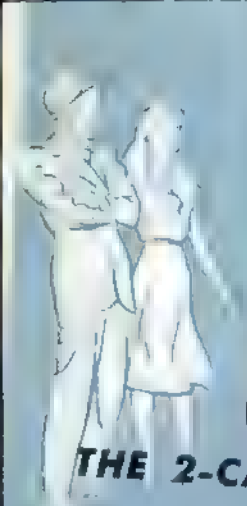
"Just like my living room at home . . . with big picture windows, a soft day-bed, venetian blinds and a rich carpet! It's 11'9" long by nearly 12' wide. Radio, controls, bar, 110 volt wiring and everything!"

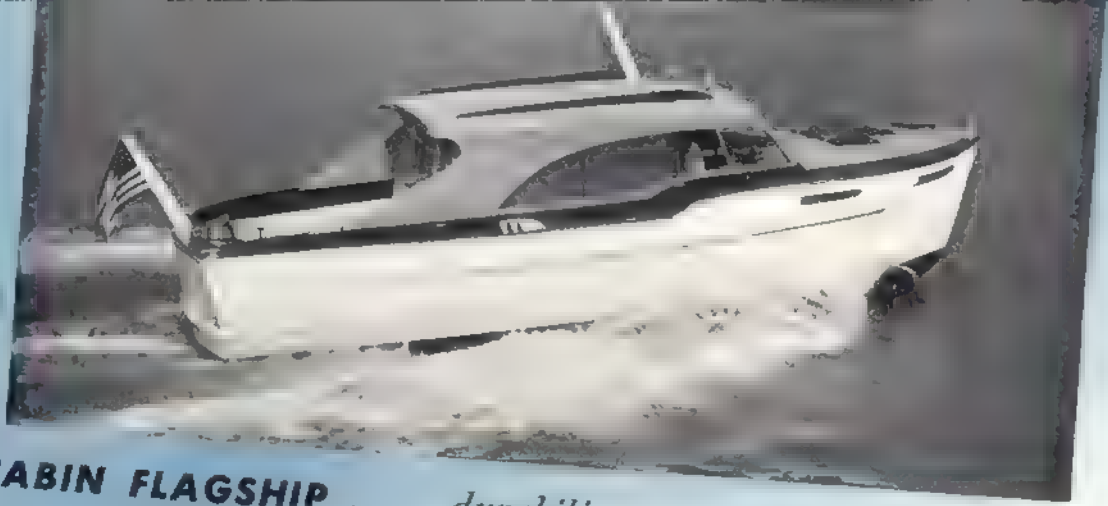
"Just like my automobile—dependable and handy Right at my fingertips are the tachometers, ammeters, oil pressure gauges . . . everything I need to put this big baby through her paces. Same set-up's outside on my flying bridge!"

"Plenty of work space, beautifully arranged, said me on this galley! I've got a big, top-feed ice box below, storage lockers, dish racks . . . and, of course, a recessed stove and sink!"

"You'd never believe it, but this smoothie of a dinette changes in a twinkle to a big double berth with huge lockers beneath!" Located directly to port of the galley.

Value — FAR OUT FRONT . . .





THE 2-CABIN FLAGSHIP . . . *durability, seaworthiness, livability!*

It was hard to improve on the famous pre-war Owens "30", but we did it! Now, she's 33 feet long, with a 12-foot beam. Her stout oak ribs are extra reinforced at the turn of the bilge with copper bands. Round-bottomed, of course, for traditional strength and durability, and built for Miami-to-Nassau runs. Her roominess, like all of these trim craft, is astounding to folks used to lesser boats. Ask for our new broadside.

"My husband says I'm always elbowing him away from the wheel . . . but this cruiser is so easy to handle . . . and it's FUN!" Main deck cabin is nearly 11 feet wide and better'n 11 feet long.

"When we first got the boat, it was exciting to find the many, many lockers and other storage space . . . now, we find other boats cramped!" That berth above is pullman type, sleeps two on innersprings.

"This, to me, is a sea-goin' galley! It's actually more complete and bigger'n my apartment kitchen!" Huge icebox, two-burner stove and recessed sink, plus cupboards and racks.

Roominess never before obtainable in a . . .

1-CABIN CRUISER!

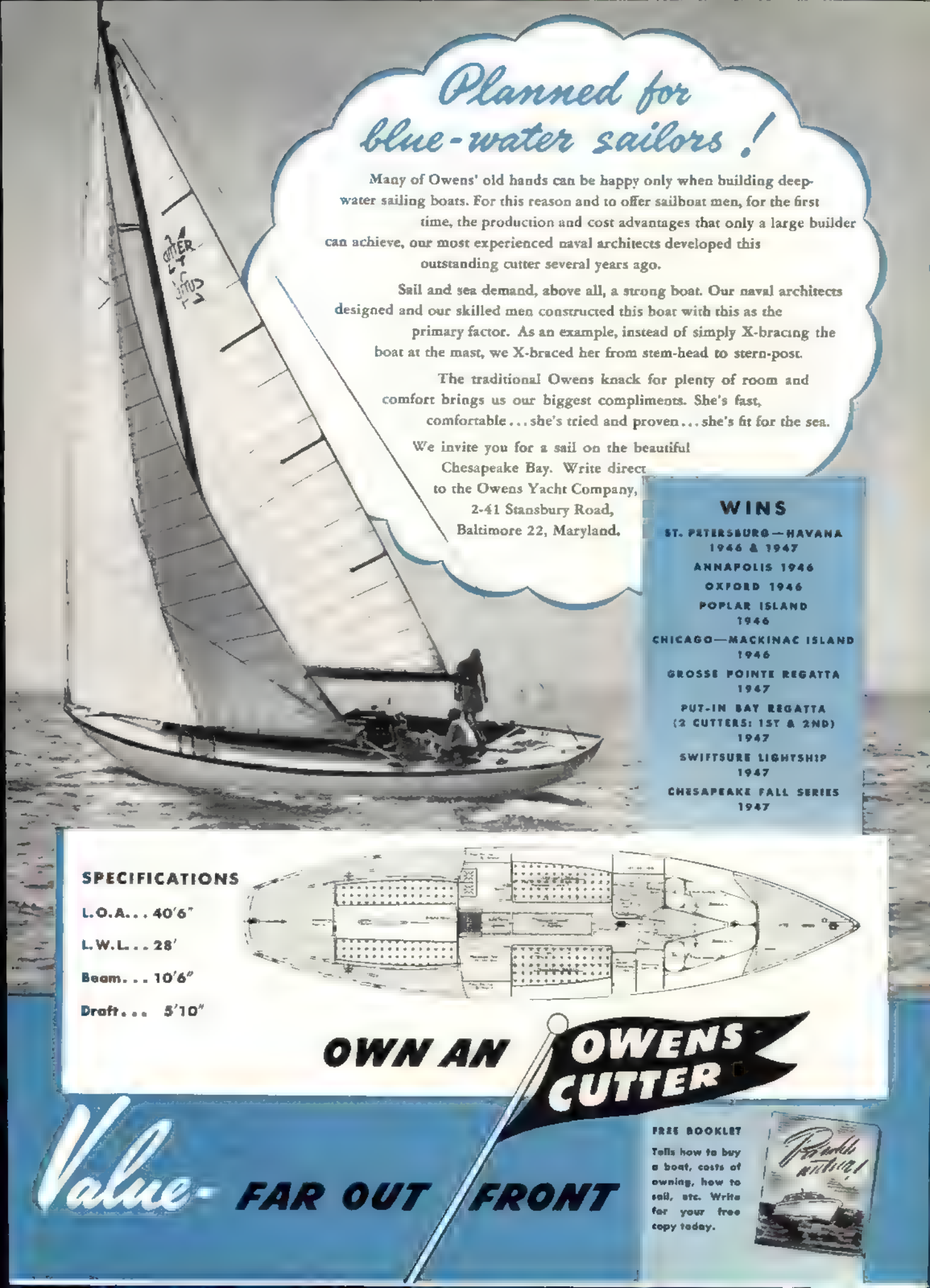
Might as well make your step-up from a runabout a big step-up! This is not an ordinary 1-cabin Cruiser! You and your family can really *live* comfortably and travel far. But, shucks . . . you need a trial cruise. Ask for it!

"The upper berth swings down to make a comfy seat . . . and the other double berth doubles as a couch in my huge living room deck cabin!" No narrow aisle — instead, a living room.

"But you never saw a 27-footer that had so much room! And she handles like a dream!" Lots of sea-ability from the skipper's stand. Self-bailing cockpit aft is 8' long and includes a weather-proof seat.

OWENS FLAGSHIPS

1-Cabin, 2-Cabin, 3-Cabin Flagships and a blue-water Cutter!


Planned for blue-water sailors!
Many of Owens' old hands can be happy only when building deep-water sailing boats. For this reason and to offer sailboat men, for the first time, the production and cost advantages that only a large builder can achieve, our most experienced naval architects developed this outstanding cutter several years ago.
Sail and sea demand, above all, a strong boat. Our naval architects designed and our skilled men constructed this boat with this as the primary factor. As an example, instead of simply X-bracing the boat at the mast, we X-braced her from stem-head to stern-post.
The traditional Owens knack for plenty of room and comfort brings us our biggest compliments. She's fast, comfortable . . . she's tried and proven . . . she's fit for the sea.
We invite you for a sail on the beautiful Chesapeake Bay. Write direct to the Owens Yacht Company, 2-41 Stansbury Road, Baltimore 22, Maryland.
WINS
ST. PETERSBURG—HAVANA 1946 & 1947
ANNAPOLIS 1946
OXFORD 1946
POPLAR ISLAND 1946
CHICAGO—MACKINAC ISLAND 1946
GROSSE POINTE REGATTA 1947
PUT-IN BAY REGATTA (2 CUTTERS: 1ST & 2ND) 1947
SWIFTSURE LIGHTSHIP 1947
CHESAPEAKE FALL SERIES 1947
SPECIFICATIONS
L.O.A. . . 40'6"
L.W.L. . . 28'
Beam. . . 10'6"
Draft. . . 5'10"
OWN AN OWENS CUTTER
Value- FAR OUT FRONT
FREE BOOKLET
Tells how to buy a boat, costs of owning, how to sail, etc. Write for your free copy today.

HERE'S YOUR NEW

Playboy

YOU'LL THRILL TO EVERYTHING ABOUT THIS BOAT!

You'll thrill to the way it rides, the way it handles, the way it keeps you dry! Its waterproofed U. S. Plywood molded hull is the answer to your desire for an all-tight boat requiring practically no care.

The *Playboy* was designed and styled by top flight boat engineers of the country. It's built and trimmed by skilled Holland craftsmen with years and years of experience in fine quality woodworking. The *Playboy* is built to an ideal but its most modest price makes it right for everyone. Priced at just $1,495. See it at the New York and Chicago Shows or write for free folder giving complete information!

The *Playboy's* enclosed 45 h.p. Gray gives that feeling of power that gets you places, but quick! When you have a Playboy, you've 15 feet 6 inches of zip and go.

You'll get more use from the *Playboy*! Take it with you wherever you want for fishing, skiing or pleasure. Specially designed auto trailer makes transport easy.

The *Playboy* is finished to a "T". Solid mahogany trim, comfortable seats for 5, a model of craftsmanship in a low cost low upkeep sportster.

See it! Chicago National Boat Show, Space S-49.

See it! New York Boat Show, Space B-20 (4th floor).

VICTOR E. WATKINS COMPANY
OFFICE: 8 EAST EIGHTH ST. • HOLLAND, MICHIGAN

3 Great Outboard

THE NEW STANDARD OF

Martin "20"

"THE LITTLE GIANT"

SINGLE CYLINDER
[illegible] H P
[illegible] LBS
CERTIFIED
AT 4300 R P M

SPECIFICATIONS

Power Head	Single Cylinder
Bore and Stroke	1 7/16 x 1 1/2
No. of Cylinders	1
Certified Brake H.P. at 4500 R.P.M.	2½
Piston Displacement	2.86 Cubic Inches
Propeller Diameter Pitch	6½ x 4¾
Fuel Tank Capacity	7 pints
Starter	Depend-A-Pull
Ignition	Magneto
Carburetor	Tillotson
Gear Ratio	1.3-20
Type of Exhaust	Underwater
Cooling System	Rubber Rotor Water Pump
Steering	Full 360° Pivot
Full Reverse	Yes
Stern Height	14½"
Weight	29½ lbs

Martin "40"

"FIRST CHOICE OF MAN AND BOY"

ALTERNATE FIRING
TWIN
[illegible] H P
[illegible] LBS
CERTIFIED
AT 4300 R P M.

SPECIFICATIONS

Power Head	Alternate Firing
Bore and Stroke	1 7/16 x 1½
No. of Cylinders	2
Certified Brake H.P. at 4300 R.P.M.	4½
Piston Displacement	4.76 Cubic Inches
Propeller Diameter Pitch	7½ x 6
Fuel Tank Capacity	7 pints
Starter	Depend-A-Pull
Ignition	Magneto
Carburetor	Tillotson
Gear Ratio	1.3-20
Type of Exhaust	Underwater
Cooling System	Rubber Rotor Water Pump
Steering	Full 360° Pivot
Full Reverse	Yes
Stern Height	14½"
Weight	[illegible] lbs

See for yourself the features that have made Martin the most-talked-about motor in outboard motor history. Come in and visit us at the New York and Chicago shows.

Martin

Motors!

PERFORMANCE

America's Keenest Sportsmen Agree . . . For Tops in Outboarding "MAN A MARTIN!"

MARTIN MOTORS have not only set a New Standard of Performance . . . they have set new records for public acceptance—and for sales.

Now . . . there are THREE great motors in the MARTIN line, with more on the way. And each motor maintains the reputation MARTIN MOTORS have established for top quality. They have been thoroughly tested by the country's keenest sportsmen . . . tried and proved under all conditions of weather and water. And, those who know outboard motors best, say, "For tops in outboarding . . . Man a Martin!"

That whole-hearted approval PLUS a hard-hitting sales and advertising campaign has boosted MARTIN MOTORS to a position of leadership in a comparatively short time. That's why the nation's outstanding dealers know that to *"Man a Martin"* means tops in outboarding enjoyment and to *"Sell a Martin"* means tops in outboard sales.

Martin "60"

"SPORTSMAN'S FAVORITE"

ALTERNATE FIRING TWIN
7.2 HP
63 LBS
CERTIFIED AT 4000 R.P.M.

SPECIFICATIONS

Power Head	Alternate Firing
Bore and Stroke	2 x 1¾
No. of Cylinders	2
Certified Brake H.P. at 4000 R.P.M.	7.2
Piston Displacement	11 Cubic Inches
Propeller Diameter Pitch	8 x 8
Fuel Tank Capacity	1 gallon
Starter	Depend-A-Pull
Ignition	Magneto
Carburetor	Tillotson
Gear Ratio	14:20
Type of Exhaust	Underwater
Cooling System	Rubber Rotor Water Pump
Steering	Full 360 Pivot
Full Reverse	Yes
Stern Height	14½"
Weight	4[illegible] lbs

For the first time in outboard motors MARTIN has incorporated time-proved mechanically controlled poppet valves, insuring even fuel distribution, easy starting, and uninterrupted acceleration from smooth trolling speed up to exhilarating top speed

Exclusive Combined Filler Cap, Air Vent and Spare Shear Pin Clip eliminates conventional screw on type cap. Can't come loose. Can't rattle. Can't be lost. Springs open at a flip of the latch. Underside holds two spare shear pins. Built in is a positive, ball-bearing type, leak-proof air vent.

Exclusive Martin Vertical Stern Adjustment can be operated while boat is underway. A few turns of the smooth-contoured knob between the stern clamp handles gives the correct vertical position of the motor

Exclusive Patented Full Swivel makes it simple to swing lower unit into boat for inspecting shear pin, fouled propeller or water intake

OUTBOARD MOTORS

MARTIN MOTORS Eau Claire, Wisconsin
Division National Pressure Cooker Company

Canadian Sales by: MARTIN MOTORS
Division National Pressure Cooker Co. (Canada) Ltd.
Wallaceburg, Ontario

Performance!*

Boat Length	Boat Weight	Boat Load	1-12 Trolling Speed	1-12 Top Speed	1-20 Trolling Speed	1-20 Top Speed
12 ft.	115 lbs.	One	1.01 mph	12.5 mph	1.06 mph	20.7 mph
13 ft.	165 lbs.	One	.83 mph	12.1 mph	1.18 mph	18.8 mph
14 ft.	190 lbs.	One	.97 mph	10.9 mph	1.03 mph	16.2 mph

* Tests conducted by an independent laboratory. Speeds are up-wind, down-wind averages

Two Great New Motors
Scott-Atwater 1-12 AND 1-20

One mph trolling
Twelve mph top speed

One mph trolling
Twenty mph top speed

A New Experience in Outboard Motoring

What do you want in an outboard motor? Sensational performance? Faithful reliability? Simplicity of operation? You'll find extra measure of all of these in the new 1948 Scott-Atwater Motors! *Plus* luxurious styling and real Scotch value.

Your dealer will gladly demonstrate Scott-Atwater's superb performance and all-weather, botherfree reliability. See the new porous metal filter (exclusive) that keeps even water out of the fuel system. Scott-Atwater's new high-pressure water pump (exclusive) permits slowest trolling for hours on end without over-heating, and super-ignition keeps spark plugs clean all season long, just as the super-sealed lower gears require attention but twice a year. Truly, Scott-Atwater gives you the kind of reliability you'll expect only in a fine motor car.

Scott-Atwater's performance is amazing! And its "A B C" simplicity of operation and distinguished styling impress you immediately. Best of all, you get more horsepower per dollar.

Multiple Feather Intake Valves Give phenomenal idling and top speeds by automatically changing timing to admit *optimum* charge at *all* speeds (not possible with other types of valves) . . . flood-proof for easy starting . . . and wear-proof.

Full-Expansion Exhaust—plus jet-silenced cut-out. Reduces back pressure to an absolute minimum . . . a major contribution to Scott-Atwater's remarkable high speed . . . slow trolling . . . and easy starting.

Scott-Atwater 1-12 Deluxe Single with Auto-Rewind Starter 3.6 h.p. (OBC Certified @ 4,000 rpm). Price del. Mpls. $119.25 Standard $109.25

Also available Scott-Atwater 1-20 Deluxe Alternate Firing Twin, 7½ h.p. (OBC Certified @ 4,200 rpm). Price del. Mpls. $[illegible] 25

Write Dept. Y G. 15 for literature

Concentric Bowl Carburetor—With automobile type dual jets gives correct mixture at any speed—even tilted to 50°. **New Type Magneto** . . Shoots hot spark for one-pull starting, clean-plug trolling.

High Pressure Water Pump—Oscillating rotor type located on drive shaft operates 60% faster giving positive circulation at slowest trolling. New synthetic rubber outwears metal. Patent pending.

Scott-Atwater
Outboard MOTORS

©1948 Scott-Atwater Manufacturing Co., Inc. Minneapolis 13, Minn.

Famous Trucks in Miniature

SMITH-MILLER

SMITTY TOYS

Presenting the Smith-Miller Fleet for 1948. . . "one of the great lines of America's fine toys, now in its 5th year of public acceptance."

301-W WRECKER. White cab, red boom and frame. Crank, rope cable and hook. Die-cast aluminum frame. 4 treaded rubber wheels.

L 14" W 5½" H 5" Individually boxed Approx Shipping Weight Doz. 32 Lbs

302-M MATERIALS. Yellow cab. Natural hardwood bed and fences. Load of 4 barrels, 3 heavy timbers. Die-cast aluminum frame. 4 treaded rubber wheels.

Bigger Loads

L 14" W 5½" H 5½". Individually boxed Approx. Shipping Weight Doz. 39 Lbs

305-T TRITON OIL. Blue cab. Polished aluminum sides with brass chain. Natural hardwood bed. Load of 3 "Triton" oil drum banks. Die-cast aluminum frame. 6 treaded rubber wheels.

Lasting Play-Fun

L 14" W 5½" H 5½". Individually boxed. Approx Shipping Weight Doz. 50 Lbs

306-C COCA COLA. Red cab, hardwood body with large "Coca Cola" decals and plated rack. Load of 16 "Coca Cola" cases with insignia. Die-cast aluminum frame. 4 treaded rubber wheels.

L 14" W 5½" H 5½". Individually boxed. Approx. Shipping Weight Doz. 55 Lbs

309-S SUPER CARGO. Silver grey cab and frame. Red rack type body. Hardwood bed. "Fruehauf" decal on trailer. Load of 10 barrels. Retractable landing gear. Full length die-cast frame. 14 treaded rubber wheels. Floating tandem duals.

L 23½" W 6½" H 6¼". Individually boxed Approx. Shipping Weight Doz 72 Lbs

310-H HI-WAY FREIGHTER. Red cab, polished shield and trailer frame. Natural hardwood braced fences and bed. "Fruehauf" decal on trailer. Retractable landing gear. Full length die-cast frame. 14 treaded rubber wheels. Floating tandem duals.

More Decals

L 23½" W 6½" H 6¼". Individually boxed. Approx Shipping Weight Doz. 64 Lbs

New eye-arresting colors. Even more lavish use of polished aluminum. Body style advances that improve on but do not obsolete present stocks. *A price range for every customer and every gift occasion.* That's the story of Smith-Miller "Famous Trucks in Miniature" for 1948.

SMITH

303-R RACK. Bright red cab and body. Natural hardwood bed. Die-cast aluminum frame. 6 treaded rubber wheels.

L 14" W 5½" H 5½". Individually boxed. Approx. Shipping Weight Doz. 60 Lbs.

304-K KRAFT FOODS. Yellow cab and body, delivery van type. Kraft decal with blue checkerboard corners. 4 treaded rubber wheels.

New Body Styles

L 14" W 5½" H 7". Individually boxed. Approx. Shipping Weight Doz. 50 Lbs.

307-L REDWOOD LOGGER. Green cab. Natural hardwood stakes. Load of 3 "logs." Retractable landing gear. Full length die-cast frame. 14 treaded rubber wheels. Floating tandem duals.

Scale Model Realism

L 22½" W 6⅛" H 6¼". Individually boxed. Approx. Shipping Weight Doz. 68 Lbs.

308-V LYON VAN. Blue cab. White van trailer with Lyon decal. Opening rear door. Retractable landing gear. 14 treaded rubber wheels.

L 22½" W 6⅛" H 8⅜". Individually boxed. Approx. Shipping Weight Doz. 90 Lbs.

311-E SILVER STREAK EXPRESS. Polished aluminum cab and body. Retractable landing gear. Full length die-cast frame. 14 treaded rubber wheels. Floating tandem duals.

L 23½" W 6⅛" H 6¼". Individually boxed. Approx. Shipping Weight Doz. 72 Lbs.

312-P PACIFIC INTERMOUNTAIN EXPRESS. Red cab, polished aluminum trailer with red and black "P.I.E." insignia on front and sides. Rear opening doors. Retractable landing gear. 14 treaded rubber wheels. Floating tandem duals.

Supreme Quality

L 24" W 6⅛" H 9". Individually boxed. Approx. Shipping Weight Doz. 90 Lbs.

TOYS MILLER

Let *quality-built* Smith-Miller trucks build your toy business to still bigger volume in '48. Here is one of the great lines of America's fine toys, now in its fifth year of public acceptance. You are invited to compare their quality construction and "big truck" realism, point by point.

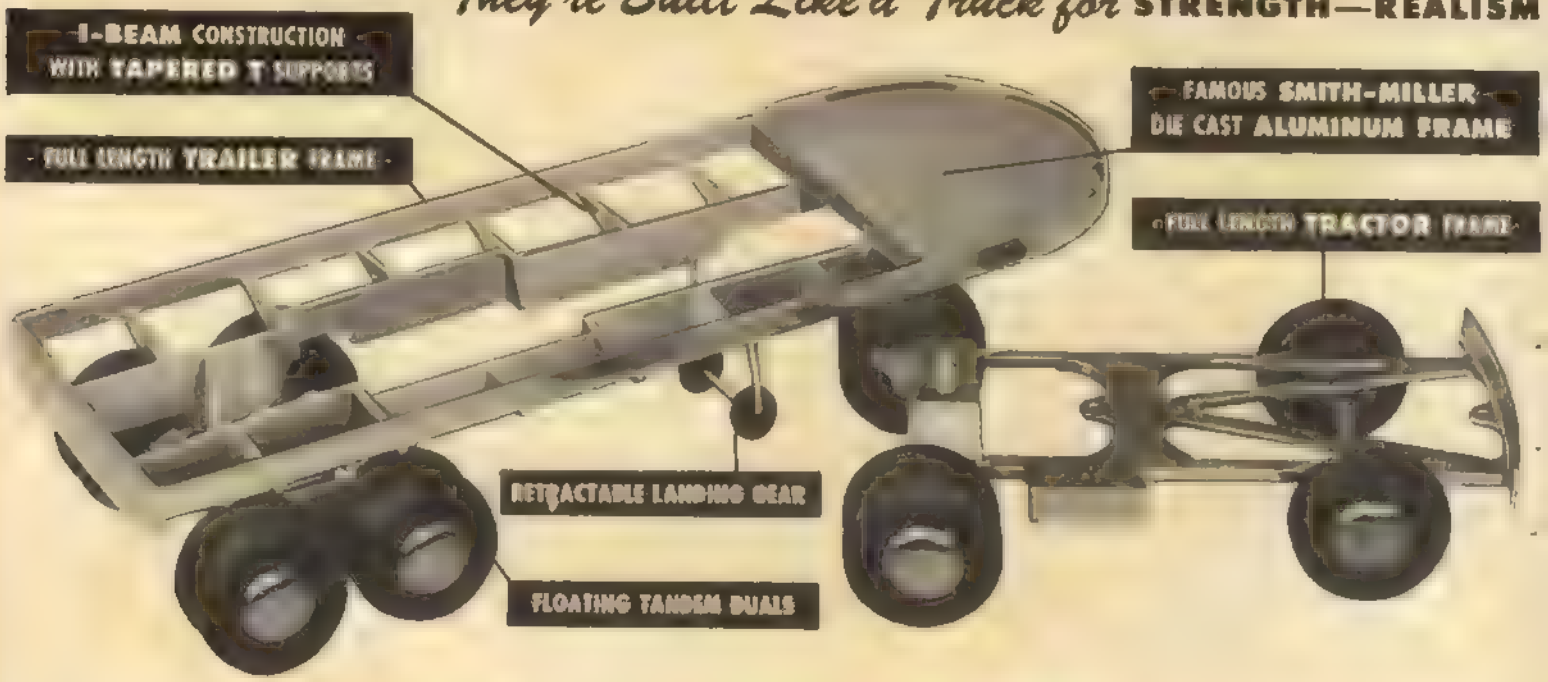
NEVER BEFORE has such sturdy play-proof construction gone into a toy truck. Smith-Miller "Famous Trucks in Miniature" are built with full-length die-cast aluminum frames. This is a superior-value feature you'll want to point out to your customers.

Note also the I-beam reinforced construction, trailer landing gear, and floating tandem duals—just like knee-action. Always turn the truck over and let your customers see these details—hallmarks of Smith-Miller ruggedness and realism!

These vivid "reason-why" advantages inspire prompt purchase of Smith-Miller "Famous Trucks in Miniature," spell steady sales for your small wheel goods department throughout the year.

SMITH-MILLER, Inc.
2932 Nebraska Avenue, Santa Monica, California

They're Built Like a Truck for STRENGTH—REALISM



See Us During the Fair—Room 1031—HOTEL McALPIN

SMITH-MILLER
SMITTY TOYS

Famous Trucks in Miniature

FACTORY REPRESENTATIVES

WEINBERG-WEIL
700 Fifth Ave., Room 424
New York, New York

SHELDON & CO
High Point
North Carolina

LINDSAY BERGSTROM CO
Mercantile Building
Denver, Colorado

J. H. EYERLY & ASSOCIATES
1442 Merchandise Mart
Chicago, Illinois

THORESON SALES COMPANY
402 S. Ervay St
Dallas, Texas

LINDSAY-BERGSTROM CO
Cheever Building
Salt Lake City, Utah

CLIFFORD GOTTLIEB
707 S. Broadway
Los Angeles, California

J. T. SAAKE
981 Western Merchandise Mart
1355 Market St., San Francisco

PAUL CHICHESTER
8847 N. Chautauqua
Portland, Oregon

RANDALL CO., INC.
19 N. W. 20th St.
Miami, Florida

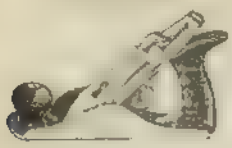
RANDALL CO., INC.
34 North Ave. N. E.
Atlanta, Georgia

STANLEY PLANES

BAILEY—SMOOTH BOTTOM

Japanned cast iron frame, varnished rosewood handles and knobs. Polished caps. Tempered tool steel cutters. Screw and lever adjustment.

SMOOTH



No.	Length	Cutter	Wt. ea.	Each
2	7 in.	1⅝ in.	2¼ lbs.	$ 9.60
3	8 in.	1¾ in.	3⅛ lbs.	9.70
4	9 in.	2 in.	3¾ lbs.	10.20
4½	10 in.	2⅜ in.	4¾ lbs	12.50

JACK, FORE AND JOINTER

No.		Length	Cutter	Wt. ea.	Each
5	Jack	14	2	4¾	$11.20
5½	Jack	15	2⅜	6¾	13.50
6	Fore	18	2⅜	7¾	16.40
7	Jointer	22	2⅜	8½	20.50
8	Jointer	24	2⅝	9¾	22.00

BAILEY CORRUGATED BOTTOM

SMOOTH, JACK, FORE AND JOINTER

No.		Length	Cutter	Wt. ea.	Each
3-C	Smooth	8	1¾	3½	$ 9.90
4-C	Smooth	9	2	3¾	10.40
4½-C	Smooth	10	2⅜	4¾	12.80
5-C	Jack	14	2	5¼	11.50
6-C	Fore	18	2⅜	7¾	16.70
7-C	Jointer	22	2⅜	8⅛	20.10

STANLEY "JUNIOR JACK"

Supplies the demand for a smaller and lighter all-round jackplane.

No.	Length	Cutter	Wt. ea.	Each
5¼	1½ in.	1¾ in.	4 lbs.	$10.70

DEFIANCE

Handles and knobs are of hardwood, lacquered and shellacked. Bottom, lever and sides polished; balance of tool finished in black. Cutters are adjustable, endwise and sidewise

SMOOTH

No.	Length	Cutter	Wt. ea.	Each
1203	8 in.	1¾ in.	3 lbs.	$5.60
1204	9 in.	2 in.	3½ lbs.	5.90

JACK

No.	Length	Cutter	Wt. ea.	Each
1205	14 in.	2 in.	4½ lbs.	$7.50

STANLEY

SCRUB

For fast planing on rough boards. Extra heavy cutter

No.	Length	Cutter	Wt. ea.	Each
40	9½ in.	1¼ in.	2¼ lbs.	$7.20

BLOCK PLANES

NON-ADJUSTABLE

No. 100 No. 101

High grade steel cutters, tempered and ground. Black Japanned finish

No.	Length	Cutter	Wt. ea.	Each
100	3½ in.	1 in.	⅝ lb.	$1.40
101	3½ in.	1 in.	⅝ lb.	1.40

All planes one in a box

BLOCK PLANES

NON-ADJUSTABLE MODEL MAKERS

Specially designed for model makers, violin makers, pattern makers, etc. Bottom is curved in both directions—⅞ in. radius on width and 12 in. radius on the length Baked black japan finish.

No.	Length	Cutter	Wt. ea.	Each
100½	3½ in.	1 in.	⅝ lb.	$2.50

High grade steel cutters, tempered and ground. Japanned finish

No.	Length	Cutter	Wt. ea.	Each
102	5½ in.	1⅝ in.	⅞ lb.	$2.20

The most popular of non-adjustable block planes. Japanned frame, nickel plated lever cap. Rosewood knob

No.	Length	Cutter	Wt. ea.	Each
110	7 in.	1⅝ in.	1¼ lbs.	$3.40

DOUBLE END

Has two slots and two cutter seats. Can be used to plane close up to corners, like a bull nose plane. Rosewood knob. Japanned finish.

No.	Length	Cutter	Wt. ea.	Each
130	8 in.	1⅝ in.	1½ lbs.	$4.80

LEVER ADJUSTMENT

High grade steel cutters, tempered and ground. Japanned finish.

No.	Length	Cutter	Wt. ea.	Each
103	5½ in.	1⅝ in.	⅞ lb.	$2.80

Similar to No. 103 except has rosewood knob, sides are milled and ground, and larger in size.

No.	Length	Cutter	Wt. ea.	Each
120	7 in.	1⅝ in.	1⅜ lbs.	$3.80

STANLEY PLANES

BLOCK PLANES ADJUSTABLE

The cutter rests on its seat at an angle of 20 degrees and is adjustable endwise and sidewise. The throat is adjustable for coarse or fine work.

High grade steel cutters, ground and sharpened. Japanned finish.

No.	Length	Cutter	Wt. ea.	Each
203	5½ in.	1⅜ in.	1⅛ lbs.	$3.90
220	7 in.	1⅝ in.	1½ lbs.	4.00

Nos. 9½ and 9¼

High grade steel cutters, tempered and ground. Japanned finish.

No.	Length	Cutter	Wt. ea.	Each
9½	6 in.	1⅝ in.	1½ lbs.	$5.50

No. 9¼

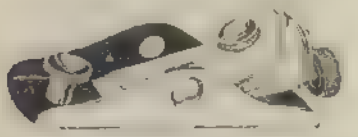
Same as No. 9½ except has non-adjustable throat with screw and lever adjustment

No.	Length	Cutter	Wt. ea.	Each
9¼	6 in.	1⅝ in.	1½ lbs.	$4.40

Knuckle Joint, Nickel Trimmings. Nos. 18 and 19 have steel Knuckle Joint Lever Cap which snaps into position and holds the cutter firmly.

No.	Length	Cutter	Wt. ea.	Each
18	6 in.	1⅝ in.	1½ lbs.	$6.40
19	7 in.	1⅝ in.	1⅝ lbs.	6.80

SCHOOL—LOW ANGLE



Designed especially for manual training classes. It is practically unbreakable, has few adjustments and fits the boy's hand comfortably.

Made entirely of steel. Low angle—Cutter rests on its seat at an angle of 12 degrees. Screw adjustment. Non-adjustable throat. Brass knob. Nickel plated trim.

No.	Length	Cutter	Wt. ea.	Each
118	6 in.	1⅝ in.	1¼ lbs.	$5.80

LOW ANGLE BLOCK

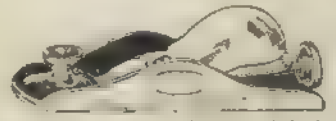
The cutter rests on its seat at an angle of 12 degrees. The low angle of the cutter makes it easy to plane across hardwood. The cutter is adjustable endwise by means of the steel adjusting screw. The bottoms and sides are milled and ground.

High grade steel cutters, ground and sharpened. Japanned finish. Adjustable.

No.	Length	Cutter	Wt. ea.	Each
60½	6 in.	1⅝ in.	1¼ lbs.	$5.70
65½	7 in.	1⅝ in.	1⅜ lbs.	5.90

Adjustable, nickel trimmings.

No.	Length	Cutter	Wt. ea.	Each
60	6 in.	1⅝ in.	1¼ lbs.	$6.10



Steel cap, knuckle joint, nickel trimmings

No.	Length	Cutter	Wt. ea.	Each
65	7 in.	1⅝ in.	1⅜ lbs.	$6.70

BULL NOSE RABBET

Adjustable throat. Specially designed for working into corners.

No.	Length	Cutter	Wt. ea.	Each
75	4 in.	1 in.	⅝ lb.	$2.40

EDGE TRIMMER

For trimming ends of boards. Cutter works on skew giving easy shaving cut.

No.	Length	Cutter	Wt. ea.	Each
95	6 in.	⅞ in.	1¼ lbs.	$4.80

SIDE RABBET

For side rabbeting in trimming dados, mouldings and grooves of all kinds. Has a reversible nose piece so it can be worked into corners. Fitted with a depth gauge.

No.	Length	Cutter	Wt. ea.	Each
79	5½ in.	½ in.	1 lb.	$6.40

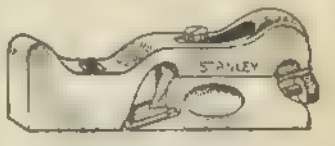
All planes one in a box

CABINET MAKERS' RABBET

Especially valuable when fitting rabbeted shoulders for splices and mortises, and for any fine rabbet work on cabinets, patterns, etc., where accuracy is essential. They can be worked either right or left hand. Throat opening is adjustable. Cutters are adjustable. Nickel plated.

Bull nose pattern and can be used in corners or other hard to get at places.

No.	Length	Cutter	Wt. ea.	Each
90	4 in.	1 in.	1 lb.	$10.40



With the front removed they can be used as chisel planes to remove glue or uneven places in corners.

No.	Length	Cutter	Wt. ea.	Each
92	5½ in.	¾ in.	1½ lbs.	$12.10
93	6½ in.	1 in.	1¾ lbs.	14.50

CARRIAGE MAKERS' RABBET

Malleable Iron Bottoms

To accurately cut a rabbet joint across the grain; to cut and smooth rabbets on hardwood, and for heavy rabbet cuts in mining and construction work. Double iron and "Bailey" adjustments. Rosewood handles and knobs.

No.	Length	Cutter	Wt. ea.	Each
10½	9 in.	2⅛ in.	3 lbs.	$13.50
10	13 in.	2⅛ in.	4½ lbs.	15.20

IMPROVED RABBET

Can be used either right or left hand, to plane into corners or against perpendicular surfaces. Fitted with a spur and a detachable depth gauge. Japanned finish with nickel plated trimmings.

No.	Length	Cutter	Wt. ea.	Each
190	8 in.	1½ in.	2½ lbs.	$6.30
191	8 in.	1¼ in.	2¼ lbs.	6.30
192	8 in.	1 in.	2 lbs.	6.30

STANLEY PLANES

RABBET AND FILLETSTER

This plane has two seats for the cutter, one for regular work, and the other for bull nose work for working close into corners. It is fitted with a spur and a removable depth gauge. The adjustable fence can be used on either side of the plane. When used in the rear seat the cutter is adjustable endwise. Japanned finish with nickel plated trimmings.

No.	Length	Cutter	Wt. ea.	Each
78	8 ½ in.	1 ½ in.	3 lbs.	$8.00

IMPROVED DADO

Will cut true, even in the narrow widths. The skew cutter and two adjustable spurs assure smooth clean cuts. Fitted with an adjustable depth gauge. Japanned.

No.	Length	Cutter	Wt. ea.	Each
39	8 in.	¼ in.	1 ¾ lbs.	$9.00
		⅜ in.	1 ¾ lbs.	9.00
		½ in.	1 ⅞ lbs.	9.00
		¾ in.	2 lbs.	9.00

TONGUE AND GROOVING

Cuts ¼ in. groove, on boards ¾ in. to 1 in. Two separate cutters, plow and tongue tool. Nickel plated. Matches ⅞-in. boards.

No.	Length	Wt. each	Each
148	9 in.	2 ⅝ lbs.	$11.60

WOODWORKERS' ROUTER

For surfacing bottom of grooves or other depressions. Furnished with ¼ and ½ in. bits and a "V" smoothing cutter. Nickel plated body, maple knobs.

No.	Wt. each	Each
71	2 ⅝ lbs.	$9.50

All above one in a box

ADJUSTABLE CIRCULAR

Has a flexible steel bottom which can be adjusted to plane convex and concave surfaces. Cutters are adjustable endwise and sidewise. Japanned frames.

No.	Length	Cutter	Wt. each	Each
20	10 in.	1 ¾ in.	3 ½ lbs.	$20.50

One in a box

PLOW, BEADING AND MATCHING PLANE

Small combination plane for light work. Adapted for plow, beading, matching and rabbet work. Fitted with spurs, depth gauge, and a fence with a 5-inch adjustment. Metal handle, nickel plated. Includes the following cutters:

Plow and Dado: ¼, 5/16, ⅜, 7/16, ½, ⅝, 7/8 inch.

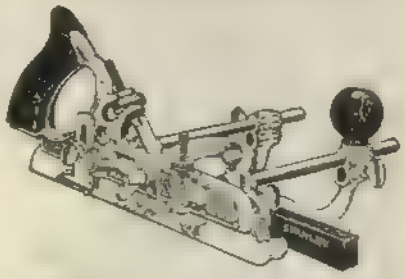
Beading: ⅛, 3/16, ¼, 5/16, ⅜, 7/16, ½ inch.

Tonguing: ¼ inch.

No.	Length	Wt. each	Each
50	9 ¼ in.	3 ½ lbs.	$24.50

One in a box

ADJUSTABLE BEADING, RABBET AND MATCHING PLANE

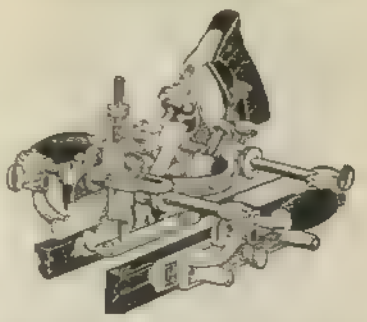


Combines seven planes in one, beading, and center-beading plane, plow, dado, rabbet and filletster. Match plane, sash plane, slitting plane. Fitted with spurs for use across the grain and can be used either right or left hand. Metal parts are nickel plated. Rosewood handle, knob and fence. Includes 23 cutters.

No.	Wt. each	Each
45	9 ½ lbs.	$39.80

One in a box

"FIFTY-FIFTY" PLANE



Combination beading and center beading plane, plow, dado, rabbet, filletster and match plane, sash plane, slitting plane and molding plane. Accommodates cutters of almost any shape and size. Fitted with spurs for working across the grain, and a special cam rest to keep the fence from sagging, or to prevent the possibility of the plane rocking. Metal parts are nickel plated. Rosewood handle and fences. With 55 cutters.

No.	Wt. each	Each
55	15 ¼ lbs.	$72.30

One in a box

SCRAPER PLANE

Iron bottom. Double handle veneer or scraper. The blades are adjustable endwise and for angle, and can be firmly locked in position desired.

No.	Length	Blade	Wt. each	Each
12	6 ¼ in.	2 ⅞ in.	3 ½ lbs.	$11.50

One in a box

	Per doz.
Extra Blades	$14.00

One-half dozen in a box

CORNERING TOOLS

STANLEY

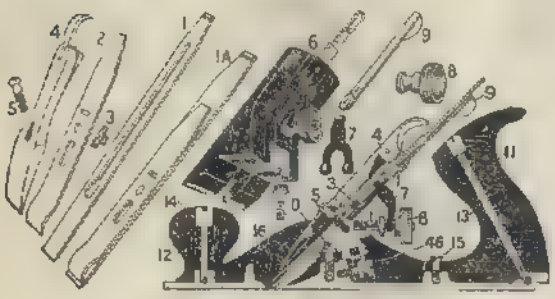
For rounding sharp edges. A different sized cutter at each end, sharpened to cut with grain of wood without changing position of work. Length, 5 ½ inches.

No.	Cutters	Wt. per doz.	Per doz.
29	¼ and ⅜ in.	1 ½ lbs.	$10.00
28	3/16 and ⅛ in.	1 ½ lbs.	10.00

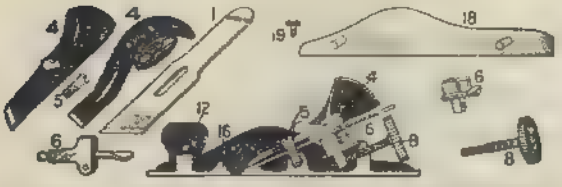
One dozen in a box

EXTRA PARTS FOR STANLEY PLANES

FOR PLANES NOS. 9½, 15, 17, 18 AND 60

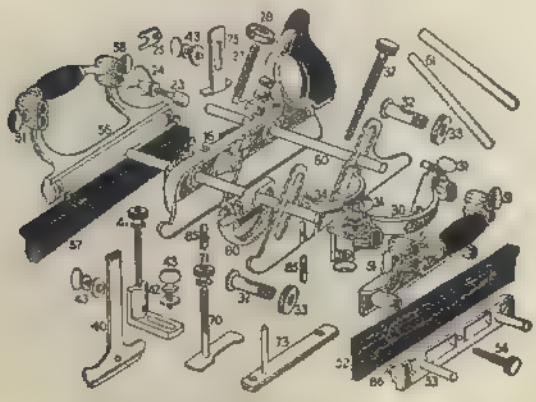


FOR PLANES NOS. 3 TO 8



FOR PLANES NOS. 102, 103, 110, 140 AND 220

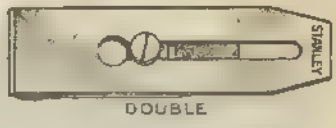
FOR PLANES No. 78



FOR PLANES NOS. 45, 46 AND 55

PLANE IRONS

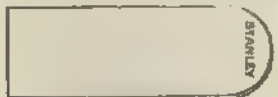
SINGLE



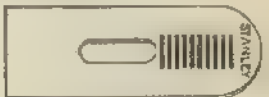
DOUBLE

Size	Part	For plane No.	Per dozen Single	Per dozen Double
1¾ in.	Iron	3, 3-C, 5¼, 5¼-C	$17.30	$25.20
2 in.	Iron	4, 4-C, 5, 5-C	18.00	25.30
2⅛ in.	Iron	10, 10¼, 10½	21.10	30.80
2⅜ in.	Iron	4½, 4½-C, 5½, 5½ C, 6, 6-C, 7, 7-C	25.00	33.80
2⅝ in.	Iron	8, 8-C	25.80	36.00

BLOCK PLANE IRONS



NON-ADJUSTABLE



ADJUSTABLE

Size	Part	For plane No.	Per doz.
1 in.	Iron—Non-adjustable	100 and 101	$ 3.60
1⅛ in.	Iron—Non-adjustable	110, 130, 1120	7.70
1⅜ in.	Iron—Adjustable	103	8.40
1⅜ in.	Iron—Adjustable	60, 60½, 61, 203	8.40
1⅝ in.	Iron—Adjustable	9¼, 9½, 18, 19, 65, 65½, 120, 131, 220	10.30

No.	Part	For plane No.	Per set
1	Cutters	45	★$ 8.00
1	Cutters	55	★ 19.00
			Each
1	Irons	78	★$ 0.40
3	Screws, Cap	2 to 8	★ .10
4	Cap, Lever	3	★ .85
4	Cap, Lever	4 and 5	★ .90
4	Cap, Lever	6 and 7	★ 1.00
4	Cap, Lever	9½ and 15	★ .50
4	Cap, Lever	17	★ .70
4	Cap, Lever	60	★ .70
4	Cap, Lever	102	★ .40
4	Cap, Lever	103	★ .40
4	Cap, Lever	110	★ .65
4	Cap, Lever	140	★ .40
4	Cap, Lever	220	★ .50
5	Screws, Lever	All numbers	★ .10
6	Frogs	3	★ 1.10
6	Frogs	4 and 5	★ 1.10
6	Frogs	6 and 7	★ 1.20
6	Frogs	8	★ 1.30
7	Adjusting Lever	9½	★ .10
12	Knobs	3	★ .40
12	Knobs	4 and 5	★ .10
13	Bolts, Handle	2 to 8	★ .20
14	Knob Bolt & Nut	5 to 8	★ .20
15	Screws, Handle	4½ to 8	★ .10
16	Bottom	5	★ 3.80
16	Stocks	45	★ 6.50
16	Stocks	46	★ 6.50
22	Knobs	9½	★ .20
22	Knobs	18	★ .20
80	Stops, Cam	45	★ .80
80	Stops, Cam	55	★ .80
85	Spurs and Screws	45	★ .10
85	Spurs and Screws	55	★ .10
11	Handles	3 to 8	★ 17.00

Note—Always give Plane number and Part number when ordering Cutters or Parts. For complete list of Parts see Stanley Rule & Level Co. catalogue

★ Factory List Prices

PLUMBS AND LEVELS

STANLEY WOOD

Cherry wood, size 2¾x1 1/16 inches, with brass tips on ends. Six cat's eye glasses adjustable in pairs at any point in the circle. Easily set for any angle desired or for degree of pitch to the foot.

No.	Length	Wt. per doz.	Per doz.
23	24 in.	24 lbs.	$122.40

One-half dozen in a carton

Cherry wood with brass tips. Stock size, 2¾x1 1/16 inches. One plumb and one level with proved glasses. Adjustable. A popular carpenter's level.

No.	Length	Wt. per doz.	Per doz.
3	24 in.	24 lbs.	$81.60
	26 in.	28 lbs.	84.00
	28 in.	32 lbs.	85.20

One-half dozen in a box

Cherry wood stock, 2½x1 1/16 inches. Equipped with six glasses, two double plumbs and one double level, protected by gasket sealed window glasses, easily removed. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
323	24 in.	24 lbs.	$88.00

One in a box

Cherry wood stock, 2½x1 1/16 inches. Equipped with four glasses, two single plumbs and one double level. Protector glasses held in place with metal frames which are easily removed. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
324	18 in.	18 lbs.	$72.00
	24 in.	21 lbs.	80.00

One in a box

Cherry wood stock, 2¾x1 1/16 inches. One plumb and one level with proved glasses. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
0	18 in.	18 lbs.	$48.00
	24 in.	20 lbs.	50.40

One-half dozen in a carton

STANLEY WOOD

Cherry stock, size 2⅜x1 1/16 inches. One plumb and one level. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
104	12 in.	12 lbs.	$36.00
	18 in.	15 lbs.	43.00
	24 in.	21 lbs.	48.00

12 and 18-inch, one dozen in a carton
24-inch, one-half dozen in a carton

PEERLESS WOOD

California Sugar Pine, size 2⅜x1⅛ inches. Maroon finish. Metal end plates. Four vials. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
4	24 in.	15 lbs.	$72.00

One in a box

Hardwood, size 2⅜x1⅛ inches. Natural finish with metal end plates. Six vials. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
15	24 in.	15 lbs.	$90.00

One in a box

MAYES WOOD

Carpenter's 3 ply. Size 2⅜x1 1/16 inches. The center is clear sugar pine and the outside or working edges are walnut. Waterproof lacquer finished and equipped with metal end plates. Four plumbs and two levels, set in oval white openings. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
431	24 in.	18 lbs.	$84.00

One-half dozen in a carton

California Sugar Pine, size 2½x1¼ inches, red finish. Four protected glasses, two plumbs, two levels. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
68	24 in.	18 lbs.	$56.00

One-half dozen in a carton

California sugar pine. Vermillion finish. Two level glasses. Two plumb glasses. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
118-M	24 in.	24 lbs.	$47.00

One-half dozen in a carton

EMPIRE WOOD

American Walnut, natural finish, with lacquered metal trim. Size 2⅜x1⅛ inches. Four plumbs, 2 levels. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
47	24 in.	21 lbs.	$84.00
	28 in.	24 lbs.	95.00

One in a box

Northern Pine stock, 2⅜x1⅛ inches, waterproofed with spar varnish. Bright red finish with aluminum trimmings. Two plumbs, two levels. Covered with protective glass. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
38	24 in.	18 lbs.	$54.00

One-half dozen in a box

Same as No. 38, except has one plumb and one level glass. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
200	24 in.	13½ lbs.	$39.00

One-half dozen in a box

DISSTON WOOD

Cherry wood, stained and varnished, size 3x1 1/16 inches. Corrugated both sides. Brass tip plate, side views, one plumb glass, one level glass. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
9	24 in.	26 lbs.	$48.60
	26 in.	28 lbs.	46.40

One-half dozen in a carton

DEFIANCE WOOD

Ponderosa pine. Cross section, 2½x1⅛ inches. Red enamel finish. Cat's eye glasses, double level, single plumb. Protector glasses set in white putty. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
1289	24 in.	15 lbs.	$31.20

One-half dozen in a carton

Seasoned sugar pine, 2½x1⅛ inches. Cross section, with red enamel finish. Two cat's eye glasses, 1 plumb and 1 level protected by heavy glass covers. Non-adjustable.

No.	Length	Wt. per doz.	Per doz.
1295	18 in.	10 lbs.	$21.80
	24 in.	11½ lbs.	22.80
	28 in.	13 lbs.	25.20

One-half dozen in a carton

DEPT. 2

PLUMBS AND LEVELS

DEFIANCE WOOD

Light wood, 2⅜x1 5/16 inches, orange finish. Accurate, proved glasses. Non-adjustable

No.	Length	Wt. per doz.	Per doz
1294	18 in.	12 lbs.	$15.60
	24 in.	14 lbs.	19.20

One-half dozen in a carton

Walnut stock, 1⅞x¾ inches. One plumb and one level with proved glasses. Nickel plated top plate. Non-adjustable.

No.	Length	Wt per doz.	Per doz.
1292	12 in.	6 lbs.	$15.60

One-half dozen in a carton

EMPIRE MASON'S

Northern White Pine, Red finish. Stock size, 2⅜x1 5/16 inches. Four plumb glasses, two level glasses, all with protective windows. Non-adjustable.

No.	Length	Wt. each	Each
540	48 in.	2 lbs.	$14.00

One in a box

PEERLESS MASON'S

California Sugar Pine, aluminum bound, size 2⅜x1⅛ inches. Finished natural with metal end plates. Six vials. Non-adjustable.

No.	Length	Wt. per doz.	Each
40	48 in.	30 lbs.	$12.00

One in a box

California Sugar Pine. Stained finish without end plates Size 2⅜x1⅛ inches. Six vials. Non-adjustable.

No.	Length	Wt per doz.	Each
5	48 in.	[illegible] lbs	$10.00

One in a box

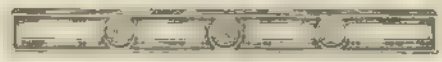
STANLEY MASON'S

Mahogany stock, 2 1/16x1 5/16 inches, not bound. Equipped with four plumb and two level glasses with heavy protecting windows. Non-adjustable.

No.	Length	Wt. each	Each
250-M	48 in.	2¾ lbs.	$11.20

One in a box

EMPIRE ALUMINUM



Cast aluminum frame, highly polished edges, size 2¼x1 1/16 inches. Six glasses, non-adjustable with protecting windows. Dirt and moisture proof.

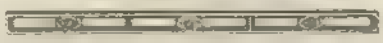
No.	Length	Wt. each	Each
11-E	24 in.	2 lbs.	$ 8.00
	28 in.	2¼ lbs.	10.00

One in a box

Aluminum alloy frame with highly polished edges. Size cross section 2¼x1 3/32 inches. Six glasses, 2 plumbs, 2 levels and 2 45-degree glasses, interchangeable and adjustable. Protecting windows cover all six vials

No.	Length	Wt. each	Each
151	24 in.	2 lbs.	$10.20
	28 in.	2¼ lbs.	10.60

One in a box



Extra reinforced ribbed frame with highly polished edges. Cross section, 2⅜x1 3/16 inches. Six adjustable and interchangeable vial cases with protective glasses.

No.	Length	Wt. each	Each
153	42 in.	3¼ lbs.	$20.00

One in a box

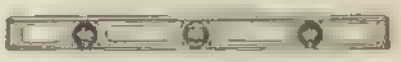
STANLEY ALUMINUM

Die cast level, cross section 2 1/16x1 1/16 inches. Truss construction with extra weight and strength. Six glasses, adjustable, easily set for 30 degree, 45 degree or any angle desired, or for degree of pitch to the foot. Case adjustment protected by cover plate.

No.	Length	Wt. each	Each
233	24 in.	2 lbs.	$10.70

One in a box

STANLEY VICTOR ALUMINUM



Truss construction for extra strength and rigidity. Cross section 2⅛x1 inches. Glasses, non-adjustable, protected by glass covers. Dust and weatherproof. Four glasses in 18-inch, six glasses in 24-inch.

No.	Length	Wt. each	Each
313	18 in.	1½ lbs.	$7.20
	24 in.	2 lbs.	8.50

One in a box

MILLERS FALLS ALUMINUM

Finished in glossy gray enamel. Size of frame, 2¼ inches high, 1 inch wide and furnished in four lengths. Two level and four plumb vials, well protected by solid glass covering. Non-adjustable.

No.	Length	Wt. each	Each
618	18 in.	1⅞ lbs	$ 8.20
624	24 in.	2¼ lbs	9.20
628	28 in.	2½ lbs	10.40
630	30 in.	2⅝ lbs	11.00

One in a box

SAND'S ALUMINUM

Aluminum alloy. Four protected glasses, two plumbs and two levels. Milled and ground; leveling faces painted bright red. Non-adjustable.

No.	Length	Wt. each	Each
18	18 in.	1½ lbs.	$5.70

One in a box

Aluminum alloy, size 2¼x1⅛ inches. Six protected glasses, four plumbs and two levels. Milled and ground. Leveling faces painted bright red. Non-adjustable.

No.	Length	Wt. each	Each
24	24 in.	2 lbs.	$6.00
26	26 in.	2⅛ lbs.	8.10
28	28 in.	2¼ lbs.	9.30

One in a box

DEFIANCE ALUMINUM

Rigid alloy casting, top and bottom milled parallel, and finished bright red. Six non-adjustable proved glasses with window protectors.

No.	Length	Wt. each	Each
1297	24 in.	2 lbs.	$7.30

One in a box

PLUMBS AND LEVELS

STANLEY METALLIC

Special iron castings of I beam construction, milled and ground tops and bottoms. Fitted with Eclipse covers, which can be turned to expose or protect the glass. Grooved bottoms for leveling, shafting, pipe, etc. Japanned, nickel plated trimmings with proved glasses.

No.	Length	Wt. each	Each
36-G	12 in.	2¼ lbs.	$ 7.90
	18 in.	3½ lbs.	9.50
	24 in.	5 lbs.	10.50

One in a box

Full nickel plated throughout. With ground glasses, two plumbs, grooved bottom.

No.	Length	Wt. each	Each
37-G	24 in.	5 lbs.	$13.30

One in a box

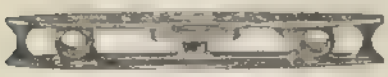
EMPIRE TORPEDO

Hollow reinforced construction of aluminum alloy. Polished top plate. One level, one 90 degree plumb, and one 45 degree plumb glass, all with colored fluid.

No	Length	Wt. per doz.	Per doz
26-E	9 in.	3 lbs.	$32.40

One-half dozen in a box

DISSTON TORPEDO



Die cast aluminum alloy. Sides of level parallel, tapered ends slightly rounded. The level glass view on top, 90° plumb glass at one end; 45° angle glass at other end.

No.	Length	Wt per doz	Per doz
A-11	9 in.	1½ lbs.	$30.00

One-half dozen in a box

MAYES TORPEDO

Magnesium. Fitted with one level, one plumb and one 45 degree.

No.	Length	Wt. per doz.	Per doz
1294-M	9 in.	2¼ lbs.	$30.00

Five-twelfth dozen in a box

MILLERS FALLS

Die plastic with metal top plate. One 90 degree plumb, one 45 degree plumb, and one level glass.

No.	Length	Wt. per doz.	Per doz.
590	9 in.	4 lbs.	$27.50

One-third dozen in a carton

MAYES

Handy pocket level, made of walnut wood, natural weather proof finish. Fitted with one level, one plumb and one forty-five degree glass.

No.	Length	Wt. per doz.	Per doz.
30	9 in.	3 lbs.	$20.50

One-half dozen in a box

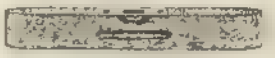
STANLEY

Seasoned walnut. Fitted with one plumb, one level "cat's eye" glasses.

No.	Length	Wt per doz.	Per doz
259	9 in.	3½ lbs	$18.00

One-half dozen in a display box

DEFIANCE TORPEDO



Walnut stock. Proved cat's eye level glass. Nickel plated top plate.

No.	Length	Wt. per doz.	Per doz.
1293	9 in.	3½ lbs.	$8.40

One-half dozen in a box

STEVENS POCKET

Hard drawn ⅝ inch hexagon aluminum tubing, with pencil clip.

No.	Length	Wt. per doz.	Per doz.
356	5¼ in.	¾ lb	$13.20

One dozen in a display box

EMPIRE POCKET

Hexagon aluminum tubing fully polished. Proved glass with yellow fluid.

No	Length	Wt per Doz	Per doz
24-E	3 in.	6 oz.	$9.00

One-half dozen in a box

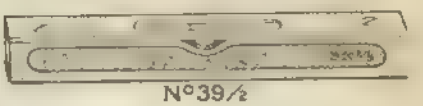
DEFIANCE LINE

Aluminum with proved cat's eye glass. Patented hooks hold it on a line. Flat bottom for surface leveling

No.	Length	Wt. per doz.	Per doz
1287	3¼ in.	1½ lbs.	$8.80

One-half dozen on a display card

STANLEY MACHINISTS'

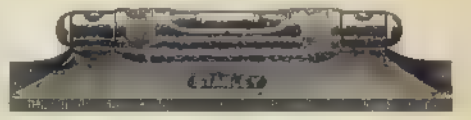


N°39½

Iron, nickel plated. Proved cat's eye glass set in plaster. Non-adjustable.

No.	Length	Wt. each	Each
39½	6 in.	½ lb.	$3.00

Six in a box



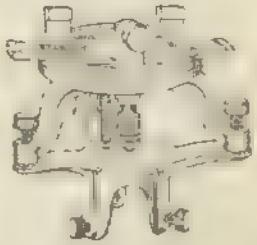
Nickel plated. Adjustable. Ground glasses. Grooved bottom for shafting.

No.	Length	Wt. each	Each
34	6 in.	¾ lb.	$5.70
	8 in.	1 lb	6.50
	10 in	1¼ lbs	8.50

One in a box

LEVELING STANDS

STANLEY



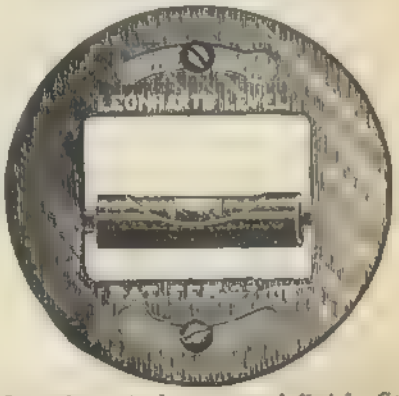
Used in connection with Stanley iron level and level sights, for determining levels from a given point to one at a distance. All parts are nickel plated.

No.	Wt each	Each
338	2 lbs.	$7.00

One in a box

LEVEL ATTACHMENTS

LEONHART STRAIGHT EDGE



One-piece steel, gunmetal finish. Can be attached to any piece of wood. Width, 3 inches.

No.	Wt per doz.	Per Doz
Leonhart	2¾ lbs.	$21.60

One-twelfth dozen in a box

STARRETT LEVELS

ENGINEERS AND PLUMBERS

An adjustable, incline level, a fixed level, and a plumb. The hinged tube inside the working faces of the frame, carrying a level glass, is adjustable to the graduated scale, and shows any incline by 32nds (or less) to 2 inches to the foot without interfering in the least with the plumb or level. Grooved bottom. Edges ground, body black japanned finish.

No.	Length	Frame	Weight	Each
133A	10 in.	2¼ x 1 in.	2 lbs.	△$ 8.75
133B	15 in.	2 1/16 x 1 in.	3 lbs.	△ 10.00

One in a box

DOUBLE PLUMB

All levels contain glass vials with two or more graduated lines, insuring greater accuracy. Concave grooved bottom

With Square Ends

No.	Lgth.	Wdth.	Height	Weight	Each
132	4 in.	⅝ in.	1¼ in.	½ lb.	△$3.25
	6 in.	¾ in.	1⅜ in.	¾ lb.	△ 3.75
	9 in.	⅞ in.	1¾ in.	1 lb.	△ 4.25
	12 in.	⅞ in.	1⅞ in.	1½ lb	△ 4.75

With Concave Ends

No.	Lgth.	Wdth.	Height	Weight	Each
132	18 in.	1 in.	2 in.	2¾ lb.	△$6.25
	24 in.	1⅛ in.	2¼ in.	4¼ lb.	△ 7.75

One in a box

SHAFTING TESTER

In addition to regular parallel vial, bases have a cross level. Main vials ground and graduated. Concave grooved bottom

No.	Length	Wt each	Each
98	6 in.	1 lb.	△$ 7.00
	8 in.	1½ lbs.	△ 8.00
	12 in. with Plumb	3¼ lbs.	△ 10.75
	18 in. with Double Plumb	5¼ lbs.	△ 14.75

One in a box

BENCH LEVEL

Very small and compact. Edges ground, body black japanned finish.

No.	Lgth.	Wdth.	Height	Wt. each	Each
130	3½ in.	⅝ in.	1 in.	3 oz.	△$1.50

One in a box

CROSS-TEST LEVEL

Two levels in one frame, extending at right angles 2¾ inches each way. When placed on work to be leveled in both directions, it will not be necessary to move the tool. Japanned, with nickel plated ends.

No.	Wt each	Each
136	4 oz.	△$1.65

One in a box

CROSS-TEST LEVEL AND PLUMB

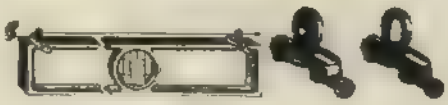
Leveling is indicated every way without moving the tool. Size 2 inches by 3 inches by ½ inch thick. Can be easily carried in the pocket.

No.	Wt. each	Each
134	3 oz.	△$2.40

One in a box

LEVEL SIGHTS

EMPIRE



Designed for use on any level, including the pocket level. Die cast. Absolutely accurate

No.	Wt. per pair	Per pair
80E	4 oz.	$3.00

One pair in a box

△ Factory Lists

VIAL CASES

EMPIRE

For Adjustable Empire Aluminum Levels. Constructed in the form of a cylinder having a segmental projection containing the level or plumb glasses. When two of these glass cases are set together they interlock, allowing two glasses to be mounted in the same opening. This makes it possible to adjust or remove either glass independent of the other.

One-half unit for levels and plumbs Nos. 1E, 2E, 3E, 20E.

No.	Wt. per doz.	Per doz
6E—Levels	1⅛ lbs.	$13.20
7E—Plumbs	1⅛ lbs.	13.20

One in a box

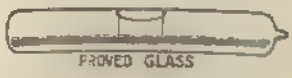
EMPIRE

Interchangeable Vial Cases for Nos. 150, 150E, 151 and 151E Levels. Fits level, plumb, or forty-five degree

No.	Wt. per doz.	Per doz
67E	1 lb.	$13.20

One dozen in a box

LEVEL GLASSES



Sizes	Wt. per doz.	Per doz.
1 and 1¼ in.	4 ozs.	$2.64
1½ and 1¾ in.	4 ozs.	2.64
2 in.	6 ozs.	2.64
2½ in.	6 ozs.	2.64
3 in.	8 ozs.	3.00

One dozen in a box

ENCASED GLASSES FOR PLUMBS AND LEVELS

Size	Wt. per doz.	Per doz.
Plumb Glasses, No. 36	½ lb.	$13.20
Plumb Glasses, No. 37	¾ lb.	19.20
Level Glasses, No. 36	1½ lbs.	20.00
Level Glasses, No. 37	1¾ lbs.	27.20

Loose

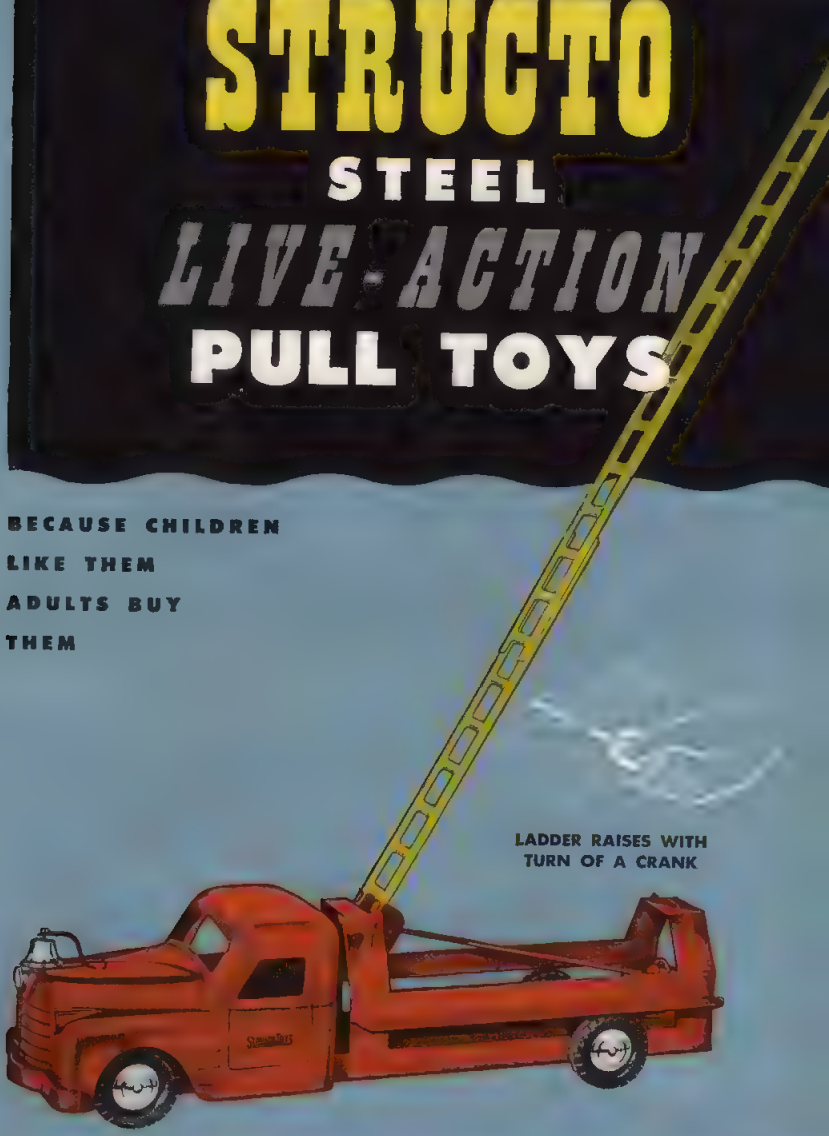
STRUCTO

STEEL

LIVE-ACTION

PULL TOYS

BECAUSE CHILDREN
LIKE THEM
ADULTS BUY
THEM

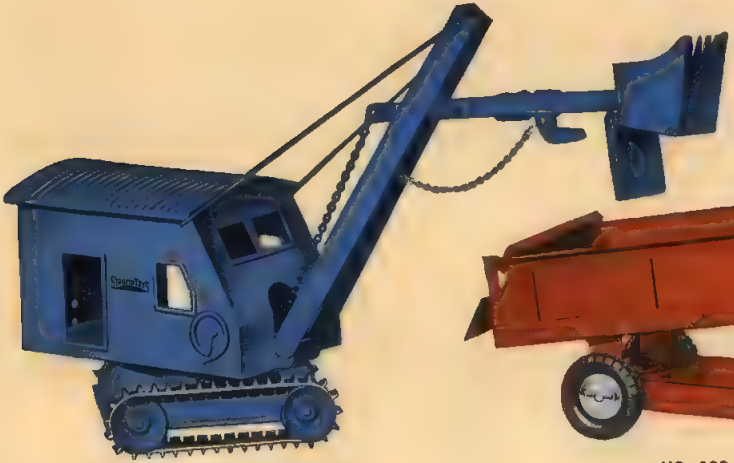


RUGGED • BUILT TO SCALE

STRUCTO STEEL LIVE-ACTION PULL TOYS

POPULAR WITH CHILDREN FOR OVER 37 YEARS

NEW IN DESIGN



NO. 105 HEAVY-DUTY STEAM SHOVEL

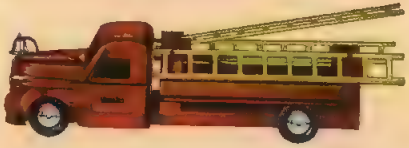
BACK VIEW

FRONT VIEW

NO. 200 DUMP TRUCK

NO. 402 MACHINERY TRUCK AND STEAM SHOVEL

NO. 100 STANDARD STEAM SHOVEL



NO. 250 AERIAL FIRE TRUCK

LADDER RAISES WITH TURN OF A CRANK

No. 100 STANDARD STEAM SHOVEL

● Patented . . . Size 20½ in long, 6⅛ in. wide, 7¾ in. high . . Color: Construction Orange . . . Crank controls the automatic unloading of shovel . . . Cab revolves . . . Packed and shipped individually . . . Shipping weight, 36 lbs. per doz. A popular Stucto live-action pull toy.

No. 105 HEAVY-DUTY STEAM SHOVEL

● Patented . . . Size. 21½ in. long, 6⅛ in. wide, 7¾ in. high . . Color: Bright Horizon Blue . . . An accurate replica of the latest heavy-duty steam shovel. Crank controls the automatic unloading of shovel . . . Cab revolves . . . Rubber tractor tread . . . Packed and shipped individually . . . Shipping weight, 38 lbs. per doz.

No. 200 DUMP TRUCK

● Size. 20 in. long, 6¾ in wide, 6¼ in. high . . . Color: Cardinal Red . . . Rubber wheels . . . Box raises and unloads automatically . . . Hood raises . . . Packed and shipped individually . . Shipping weight, 53 lbs. per doz. One of the fastest-moving of Stucto's sturdy, accurate reproductions of full-sized equipment, appealing to children.

No. 250 AERIAL FIRE TRUCK

● Size: 24 in. long, 6¾ in. wide, 6¼ in. high . . . Color: Red with yellow ladders . . Rubber wheels . . . Large bell . . . Hood raises . . . Three 15 in. extension ladders . . . Clever crank control mechanism easily raises and lowers skyscraper ladders . . . Packed and shipped individually . . . Shipping weight, 47 lbs. per doz.

No. 402 MACHINERY TRUCK AND STEAM SHOVEL (2 complete items)

● TRUCK — Size: 21⅛ in. long, 6¾ in. wide, 6¼ in. high . . . Color: Construction Orange . . . Truck has removable loading skid, crank, steel chain mechanism and rubber wheels . . . Hood raises. HEAVY-DUTY STEAM SHOVEL — Same as No. 105 . . . Both toys packed and shipped as one unit . . Shipping weight, 82 lbs. per doz.

THEY'RE CHILD CONDITIONED

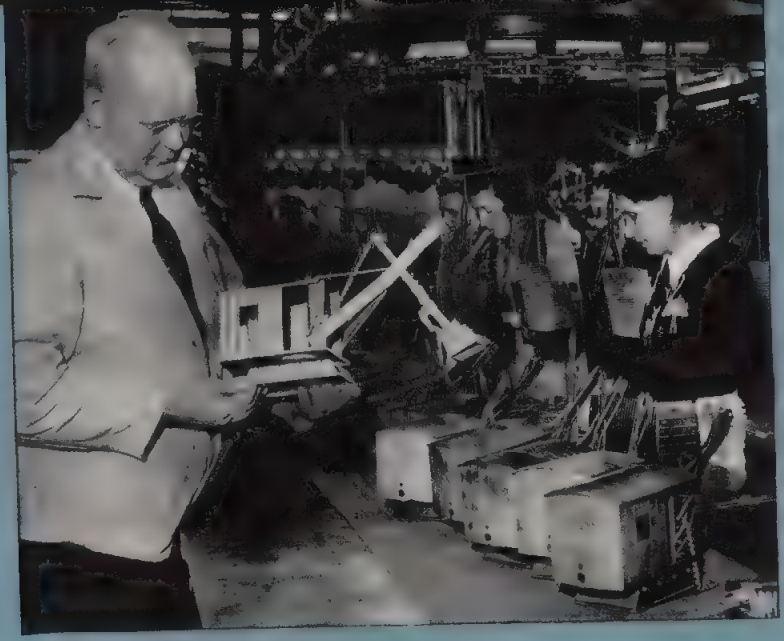
● Conditioned to appeal to the child's desire for authenticity and accurate detail . . . so important to him.

● Conditioned to withstand rough playtime abuse indoors or out. This is, of course, mighty popular with parents.

● Conditioned to provide real live-action in every boy's world of make-believe . . . so essential in fine toys.

● You'll find universal appeal in STRUCTO Live-action Pull Toys. Styled by engineers who designed the popular International Truck, these outstanding new toys are colorful, accurate, up-to-date reproductions of their larger counterparts. For play value and fidelity of detail you can't beat STRUCTO — best for 37 years.

THIRTY-SEVEN YEARS OF FINE TOY-MAKING



STRUCTO

THE LIFE-ACTION PULL TOY THAT'S CHILD-CONDITIONED

● Within our plant, modern manufacturing facilities are coupled with *37 years of toy-making "know-how"* to produce the finest quality steel pull toys. Take our enameling plant, for example Here each toy is sent through an 85 foot pass oven — where the brightly colored enamel finishes are baked with special infra-red rays to assure added brilliance and lasting beauty Yes, new designs, new action, new child appeal are yours when you count on Structo as your top quality fastest-moving line of toys. Place your order today

STRUCTO MFG. COMPANY

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NEW YORK SALES OFFICE • ROOM 538 • 200 FIFTH AVE. • NEW YORK CITY

Topsal

82-Ft. Fast Diesel Cruiser

Arthur O. Wellman, Owner

Decorations by Ada B. Reed

LUDERSHIP
MEANS
LEADERSHIP

Luders Marine Construction Co.
Stamford, Connecticut

DESIGNERS AND BUILDERS OF FINE CUSTOM YACHTS

WOOD OR STEEL POWER OR SAIL

THE '48 *Steelcraft*

OUTDATES, OUTVALUES ALL OTHERS

These "years-ahead", steel-hulled Steelcraft "beauties" top the Show. Point for point, feature for feature, price for price they outclass any other boats in the 26 ft. class. See! Compare!—and you're bound to buy a Steelcraft.

DRIEST 26 FT. BOAT AFLOAT!

thanks to Steelcraft's sensational, new SEAVEE Hull

TWIN STATEROOM

Sedans From $3995*

One of the three new, fully equipped, 1948 Steelcraft Sedans, replete with innovations to provide maximum comfort and privacy.

DeLuxe Sedan (illustrated) $4385*

Custom Sedan (prices on request).

"STEELS" THE SHOW!

STEEL MAKES THEM SISTER SHIPS

WHY *YOUR* NEW BOAT SHOULD BE A *Steelcraft*

● ***PRICED THOUSANDS LESS*** · Now you don't have to be a millionaire to buy a steel-hulled pleasure boat. Yet even those with unlimited means cannot buy a smarter, safer, more seaworthy craft of similar size.

● ***ALL-STEEL HULL:*** Recognized by "old salts" and new boat owners as today's greatest advance in providing maximum safety, minimum maintenance cost, longer life, and ability to meet all weather conditions and climes. Truly a lifetime hull.

● ***EXTRA COMFORTS AND CONVENIENCES*** make every Steelcraft "a home afloat". Full headroom in both cabins, more privacy. Two separate twin staterooms (on Sedan models); ingenious space-usage on models that sleep two; insulated for comfort; smart upholstery; full length clothes lockers; modern galleys with newest type refrigerators and sinks; fully enclosed marine toilets; ample spaces for stowing gear—these and many more "extras" to assure a truly "bon voyage".

● ***SMARTNESS!*** Designed by a famous marine architect, Steelcraft's trim, sleek lines challenge the entire boat field for outstanding grace and smartness. All eyes say "Aye! Aye!" when they see a Steelcraft!

● ***FULL ENGINE POWER!*** You get the most out of the horsepower of your Steelcraft's engine—thanks to Steelcraft's new Sea-Vee bottom, which lessens drag, increases hull-efficiency, makes for smoother, easier going under all conditions. Choice of engines: from 75 HP to 360 HP, single or twin screw, with speeds from 15.1 MPH to 42.3 MPH (in tests made under ideal conditions at shipyard).

Other Steelcraft models from $1985.*

*ALL PRICES AND SPECIFICATIONS SUBJECT TO CHANGE, and FOB our yard at West Haven, Conn.

See for yourself these and many other outstanding Steelcraft advancements at the MOTOR BOAT SHOW, Grand Central Palace, New York City, JANUARY 9th to 18th inclusive—or SEE THEM AT YOUR LOCAL STEELCRAFT DEALER. *(turn to next page.)*

THE ONLY COMPLETE 26′ CRUISER UNDER $3000*.

THE NEW 26′ *Holiday Cruiser*

Latest addition to the Steelcraft fleet. Designed especially for those who have Saturday afternoons and Sundays for summer cruising. Also ideal as a party fishing boat. Sleeps two; seating capacity for twelve. Unusually large cockpit

$2985*

STEELCRAFT *Day Cruiser*

Big 26 ft. Day Cruiser with full headroom in cabin which sleeps two. Enclosed marine toilet, galley, and full length clothes locker. Sound-proofed permanent top, ventilating windshields, side-protecting vane and insulated engine box make it a perfect boat for fishing or cruising.

$3755*

CHURCHWARD & CO., INC., West Haven, Conn., World's Largest Builders of Steel Boats

NEW SCANDINAVIAN-BUILT SAILBOATS

NOW AVAILABLE FOR SPRING DELIVERY IN U.S., READY TO SAIL

← **19' Norwegian-built double-enders.**

Beam 5' 7" Draft 2' 5"
Working sails 135 sq. feet
Iron keel 562 lbs.

Fast and seaworthy. High grade materials and workmanship. Stainless steel rigging, chromium plated hardware. Brass and copper fastenings. Also available with genoa and spinnaker

Also:
One 25 sq. meter double ender Swedish koster boat
New construction. Oak Planked
L.o.a. 25' 6" L.w.l. 22' 1"
Beam 8' 1" Draft 4' 1" Working sails 69 sq. feet
A real cruising boat. Sleeps three

← **DRAGONS 29'2" x 6'5" x 3'11" racing sloop.** Working sails 235 sq. feet. Delivered with genoa and spinnaker in addition to working sails. Excellent sailing ability. One of the most popular classes in Europe. Chosen for competition in 1948 Olympic games.

New as well as second hand boats

Also:
MÄLAR 25 sq. meter sloops. The last word in Swedish yacht design

L.o.a. 33' 0" L.w.l. 23' 10"
Beam 6' 9" Draft 4' 3"
Working sail area 269 sq. feet
Sleeps three.

Order NOW and be the proud owner of one of these attractive and fast yachts this spring.

← **OSLO CLASS** a low priced center-board sloop for youngsters from 8 to 80. — Excellent sailing ability, fine materials, high grade workmanship. L.o.a. 18' Beam 4' 11" — Sail area 107 sq. ft. More than 600 of these boats have already been built. 1948 model has foredeck extending aft of mast (Deck not shown on picture)

Also:

LAXEN 22' Swedish built center board boat. Beam 6' 7" — Sail area: Main 118, Jib 51, Genoa 93 sq. feet

Modern fast attractive and reasonably priced.

POWER

← **22' 4" x 7' Sport Cruisers.** Built in U.S. by Bayliner & Sunrise. The long performance excellent inshore boats. Takes you there and back again in any kind of weather. Gray powered. Speed 20 m.p.h. with 4 cyl. 63 HP. Better than 25 m.p.h. with 6 cyl. 93 HP.
Has electric log, galley, stainless steel sink, 50 lb. ice box, stoves, locker, two 6' 3" berths, toilet. Custom built. Highest workmanship and material. — Honduras mahogany, Everdur fastenings, chromium-plated bronze hardware.
Two ready for immediate delivery

DESIGNS: *From dinghies to Ocean going Yachts — Sail or Power*

NORGE BOATS INC.
Naval Architects **Marine Engineers**
Yacht Brokers
P. O. Box 1121 **Stamford, Conn.**

again by a freak storm which dropped 15 inches of rain in 8 hours, 11 of the 15 inches falling in 3 hours. This on top of a previous excess of 30 inches of rain above normal for the period caused such serious flood conditions that a state of emergency was declared in the area. Commander Bentley was called upon to organize the members of the Fort Lauderdale Power Squadron for emergency rescue work. The men responded magnificently, in line with the best traditions of the USPS for helpfulness and service. They brought into the area and then took responsibility for manning 20 Army assault boats which were used practically on a 24-hour basis to evacuate families marooned by the floods, to take feed to dairy cattle and cattle herds and to do other rescue work. Unfortunately in assisting in this work, Commander Bentley was painfully injured and had to be hospitalized before operations were completed, but Lieutenant Commander McLean carried on in his place until the services of the squadron were no longer needed.

And so it is possible to go on reading from the log of the good ship United States Power Squadrons for many more hours, but it is hoped that the foregoing extracts will merely prove the point that in sail or power, our members are able and practical yachtsmen, keen for competition, and able to give a good account of themselves under all conditions

LET'S HAVE MORE MARINAS

(Continued from page 112)

There are several enormous projects under way that well deserve superlatives in description. According to unbiased comments from many sources, California gives every indication of becoming a leading market for the boating industry. In support of this prediction attention is called to the $12,000,000 Mission Bay, San Diego, project which is progressing magnificently.

Mission Bay is ten miles north of the entrance to San Diego Bay, is separated by a narrow sandspit into East and West "Bays," and will provide about nine square miles of anchorage space. In 1943, the San Diego City Council authorized a $2,000,000 bond issue for the construction of a recreational boat harbor, playground and waterfront park.

In 1945, the council authorized an additional $1,500,000 and finally, in 1946, the project was included in a Congressional "Rivers and Harbors Bill," to receive federal assistance. Channels, basins and slips in the west portion of the Bay will soon accommodate an estimated 2400 craft.

The Missouri Valley Authority is developing "yachting country" where little or no boating existed before. The new bodies of water are primarily aiding the farmers, but these masters of our nation's food basket will soon become proficient in handling cruisers and sail boats. Traditionally, the Navy has culled its greatest number of enlistments from the central parts of the U. S. Perhaps these sharp-eyed sons of Cincinnatus will now have better, and more varied recreation at home.

Boat basins are being built by the federal government on both TVA and MVA waters and leased to operators. These are being made to be self-sufficient, profitable operations, benefiting the government's and the operator's exchequers, as well as the boat owner

The National Association of Engine and Boat Manufacturers maintains contact with hundreds of groups and municipalities desirous of establishing or currently working on a marina. We attempt to keep ourselves abreast of marina developments, regardless of the size or location, and recently there was an excellent opportunity to compare progress on two projects in Florida. One was a municipal campaign for ". . . a yacht club and basin second to none in this country . . . ," according to a newspaper report, and the other was the swift action of the Miami Beach city council, in contracting to have a marina built.

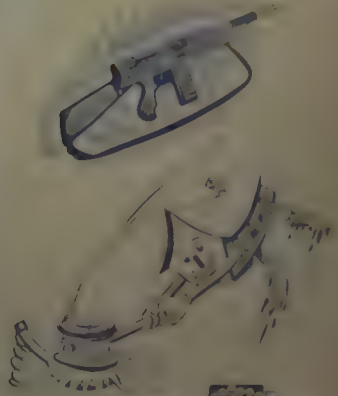
In justice to the former group, they may eventually build their claimed giant project; but it is the alert and persevering "do-it-now" attitude of the Miami Beach city fathers which is going to relieve docking congestion in the boating metropolis of the South, when the southbound safaris start next fall. The Miami Beach city council ordered a lease to be drawn up with

IMMEDIATE DELIVERY!!

SUPER-FIRE MACHINE GUN

With Permanent Unbreakable Emery Wheel

There Is Always a Unique Toy for Your Girl or Boy!



ANOTHER HIT FROM THE HOUSE OF HITS.

UNIQUE ART MANUFACTURING CO., Inc.

SAMUEL I. BERGER Pres.

SIGHTS

IVORY BEAD FRONT

LYMAN

1/16-inch diameter ivory bead made to fit all standard American rifles.

No.		Each
3-FF	Fits Remington Rifle Model 8-A and 81-A, all calibers; also Winchester Rifles, Models 60, 61, 62, 63, 67, 74; and all .22 calibers..	★$1.25
3-CF	Fits Models 90-06 and 56 Winchester Rifles; Savage Models 14-25 and 29; also Remington Model 16....	★ 1.25
3-HI	Fits Winchester Rifles, Model 1892, Model 94-32 Winchester Special	★ 1.25
3-JIW	Fits Winchester Rifles, Model 1894, .25/35 and .30/30 caliber	★ 1.25
3-HG	Fits Savage Rifles with new Ramp base with serial number above 305,000	★ 1.25

LYMAN FRONT

Mounted on long shank base, fitted with 1/16-inch ivory or gold bead sight.

No.		Each
31-HC	**Ivory Bead.** Fits Savage Rifles Model 1899 new model with raised ramp front sight	★$1.25
31-HCG	**Gold Bead.** Otherwise same as No. 31-HC sight.	★ 1.25
31-JIW	**Ivory Bead.** Fits Winchester Rifle Model 1894, 25/35 and .30/30 cal....	★ 1.25
31-JIWG	**Gold Bead.** Otherwise same as No. 31-JIW sight.	★ 1.25

The Ivory Bead Carbine front sight with 1/16-inch ivory bead.

No.		Each
26-NB	Fits Winchester Carbines Model 1894, .25/35 and .30/30 cal. Without Ramp base	★$1.25

LYMAN SLOT BLANK

A blank piece of metal to replace factory sight when no sight is used at this position.

No.		Each
12-S	Fits Winchester Rifles Models 1892, 1894, 1895 and 1907; Models 53, 54, 55, 64 and 65, Savage Rifles, Model 1899	★$0.50

Above, average wt., 2 ozs.
One in an envelope.

GOLD BEAD FRONT

SHEARD

Made to fit all sporting and military rifles. Medium size gold bead.

No.		Each
4	Fits Winchester Rifles, Model 1892, 1895, 61, 62, 63, 67, 72 and 74; and Remington Rifles Model 81-A and Models 721 and 722, all calibers	★$1.75
5	Fits Winchester Rifles, Model 1894, caliber .25/35, .30/30 and .32 Winchester Special; Savage Rifle Model 99-EG, 250 caliber and Model 23-AA, .22 caliber Sporter.....	★ 1.75
13	Fits Winchester Rifles, Model 1894, .25/35, .30/30 and .32 Winchester Special, when using super speed or high velocity cartridges; Savage Rifle Model 99-EG, .300 caliber, serials over 305,700 and Savage Models 29-A, 23-C and 23-D; also Marlin Model 1893, .30/30 and .32 Winchester Special calibers	★ 1.75
15	Fits Winchester Rifles, Models 1890, 1906, 1903, 53, 55, 1905, 1907 and 1910, Remington Rifles, Models 12, 16, 33, 34, 41 and 341, .22 calibers; and Savage Rifle, Model 1914, .22 caliber.....	★ 1.75
52	Fits Winchester Rifles, Model 52 Sporter; 57 and 60-A target; Remington Rifles, Models 14, 141, 24, 241, 121, 25, 510, 511, 512, 513 and 550; Savage Rifles, Models 3, 4, 5, 6 and 7; Stevens Rifles, all models in .22 caliber.....	★ 1.75
57	Fits Winchester Rifles, Models 92, 94, and 54 with ramp base; Models 64, 65, 70, 71 and 75	★ 1.75

GOLD BEAD FRONT

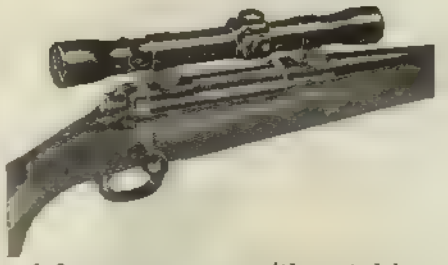
SHEARD

No.		Each
6	Fits Winchester Carbines, Model 1894, .25/35, 30/30 and .32 special calibers....	★$1.75
11	Fits U. S. Springfield .30/03 and .30/06 caliber	★ 1.75

Above, average wt., 2 ozs.
One in an envelope.

TELESCOPES

WEAVER



A four power scope with coated lens. Universal focus with adjustment to user's vision. Graduated internal windage and elevation adjustment. Field of view, 31 feet. Supplied with cross hair, and post and cross hair reticule. Length, 11¼ inches. **Supplied without mounts.**

No.	Wt. each	Each
K-4	9½ ozs.....	(F)$45.00

One in a carton.

A 2½ power scope with coated lens. Universal focus with adjustments. Graduated internal windage and elevation adjustments. Field of view, 43 feet. Supplied with cross hair, and post and cross hair reticule. Length, 10⅝ inches. **Supplied without mounts.**

No.	Wt. each	Each
K2.5	8½ ozs...	(F)$37.50

One in a carton.

A 2½ power scope with coated lens. Universal focus with adjustment to user's vision. Internal graduated windage and elevation adjustment and friction lock. Field of view, 37 feet. For use on small and high caliber rifles. Cross hair reticules. Length, 10½ inches. **Supplied without mounts.**

No.	Wt. each	Each
J2.5	6 ozs.	(F)$22.50

One in a carton.

(F) Fair Traded.
★ Factory Suggested Resale Price.

TELESCOPES

WEAVER

A four power scope with internal windage and elevation of guaranteed accuracy. Friction lock adjustment and universal focus. Especially made for .22 caliber rim-fire rifles and light recoil center fire rifles. Field of view, 30 feet. Cross hair reticules. Length, 11½ inches. Supplied with N-3 or N-4 mounts.

No.	Wt. each	Each
G-4	6 ozs.	(F)$9.75

One in a carton

LYMAN "CHALLENGER"

Lightweight "All Weather" 4-power magnification. Hunting scope, offers a combination of an optical sensation and mechanical proven superiority. Internal adjustments for windage and elevation with adjustment knobs, movement of ½ minute per click. Hard coated optics. Field view at approximately 30 feet at 100 yards. Cross wire standard reticule with four other types available Length, 11½ inches. Supplied without mounts.

No.	Wt. each	Each
Challenger	13 ozs.	★$85.00

One in a carton

LYMAN "ALASKAN"

Lightweight "All Weather" hunting scope with internal windage and elevation adjustment. 2½ power hard-coated precision lens. Extra wide field of vision and the universal focus. Field view at 40 feet is 100 yards. Supplied with the following reticules: No. 1 blunt picket post and cross wire; No. 3 sharp picket post and cross wire; No. 5 tapered post and cross wire; No. 7 cross wires. Length, 10½ inches. Supplied without mounts.

No.	Wt. each	Each
Alaskan	11 ozs.	★$60.00
Alaskan with Lee Dot	11 ozs.	★ 72.50

One in a carton

THE TEXAN

A 2½ power, hard-coated lens. Windage and elevation adjustments. Field of view at 40 feet is approximately 100 yards. Weather-proof and water-proof adjustment caps. Supplied with the following reticules: Standard cross hair; tapered post; and tapered post and cross hair. Length, 11 inches. Supplied without mounts.

No.	Wt. each	Each
Texan	8 ozs.	★$50.00

One in a carton

MOSSBERG

An improved, shorter four power scope with patented internal adjustments for windage and elevation. Click screws moves the cross hair reticule and has ½ minute graduations. Adjusting thumb screws for windage and elevation. Field of view at 100 yards is 20 feet. Especially designed for the new model 151-M and 152 Mossberg rifles only. Complete with mounts. Length, 14½ inches.

No	Wt. each	Each
4-M-4	1 lb.	(F)$9.35

One in a carton

MOSSBERG

A four power scope, designed for low mounting. New type internal adjustments with patented click screws that moves the cross hair reticule. Has ½ minute graduations. Field of view at 100 yards is 20 feet. Especially designed for all makes and models of .22 caliber rim-fire rifles. Complete with mounts. Length, 16 inches.

No.	Wt each	Each
5-M-4	1 lb.	(F)$9.35

One in a carton

No. 8-M-4

A four power scope, designed for high mounting; otherwise same as No. 5-M-4.

No.	Wt. each	Each
8-M-4	1 lb.	(F)$9.35

One in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

TELESCOPE MOUNTS

REDFIELD JUNIOR

The popular bridge type mount with rotary dovetail and opposing screw windage adjustment systems contained in the one piece base. Made to fit Weaver scopes with ¾ and 1 inch tubes and Lyman Alaskan and Texan scopes with 22 M.M tubes. We stock the following mounts

No.		Each
Jr. 70	To fit Alaskan and Texan scopes to Winchester models 54 and 70 rifles with serial numbers below 66350	★$14.50
Jr. 70A	Same as No. Jr. 70 to fit late model 70 Winchester rifles, except 300 and 375 caliber	★ 14.50
Jr. 721	Same as No. Jr. 70 to fit Remington model 721 rifle	★ 14.50
Jr. 722	Same as No. Jr. 70 to fit Remington model 722 rifle	★ 14.50
Jr. Enf.	Same as No. Jr. 70 to fit Enfield rifles	★ 14.50
Jr. M	Same as No. Jr. 70 to fit Mauser rifles	★ 14.50
Jr. 70W	To fit Weaver scopes with one-inch tube to Winchester rifles, models 54 and 70 with serial numbers below 66350	★ 16.50
Jr. 70AW	Same as No. Jr. 70W to fit late model 70 Winchester rifles, except 300 and 375 calibers	★ 16.50
Jr. 721W	Same as No. Jr. 70W to fit Remington model 721 rifles	★ 16.50
Jr. 722W	Same as No. Jr. 70W to fit Remington model 722 rifles	★ 16.50
Jr. EnfW	Same as No. Jr. 70W to fit Enfield rifles	★ 16.50
Jr. M-W	Same as No. Jr. 70W to fit Mauser rifles	★ 16.50

All other models, factory only
One in a box, average weight, 6 ozs.

WEAVER DETACHABLE

TOP MOUNT

The quick detachable mount made to fit Weaver scopes only. Supplied with two bases.

No.		Each
3835	To fit model 54 and 70 Winchester rifles with groove in top rear of receiver	(F)$9.75
3735	To fit model 70 Winchester rifle without groove in top rear of receiver (late models)	(F) 9.75
3635	To fit models 721 and 722 Remington rifles	(F) 9.75
2620	To fit Mauser rifle, receiver ring about 1.410 inch diameter	(F) 9.75
1419	To fit Savage rifle model 1899	(F) 9.75
1125	To fit Springfield rifle model 1903	(F) 9.75

One in a box. Weight 8 ozs.

SIDE MOUNT

The quick detachable side mount made to fit Weaver scopes with one inch tube

No.		Each
1	To fit Winchester rifles model 70 (late model), Remington rifle models 721 and 722, Enfield rifle with cut down receiver and Springfield model '03	(F)$9.75
3	To fit Winchester carbines model 1894	(F) 9.75
5	To fit Mauser rifle, receiver ring about 1.410 inch diameter	(F) 9.75

One in a box. Weight 8 ozs

(F) Fair Traded
★ Factory Suggested Resale Price

COMPENSATOR

CUTTS

An attachment for single barrel trap guns, repeating or automatic shotguns. Developed for recoil reduction and pattern control through the various type tubes supplied with the Compensator. Black finish, aluminum construction. The Cutts Compensator is supplied with two tubes, to be selected by the shooter from the following selection:

No. 675 Long Range No. 1.
No. 680 Long Range No. 2.
No. 690 Long Range No. 3.
No. 705 Full Choke.
No. 725 Modified Choke.
No. 740 General Purpose.
No. 755 Skeet Spreader Tube.

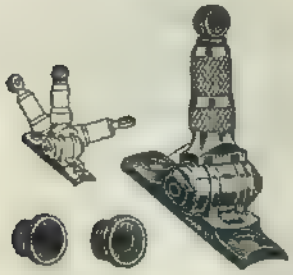
Each Cutts Compensator is packed in a small, handy wooden carrying case, complete with wrench and brush and should be fitted by a competent gunsmith. To obtain best results, the gun should be returned to have Compensator fitted as each make of barrel varies in diameter. Otherwise specify make, model and gauge of shotgun and whether plain, rib or ventilated rib barrel. Fitting charges are extra. Supplied in 12, 16 and 20 gauge.

Model	Each
Cutts Compensator, complete with choice of two tubes (Factory Only)	★$14.85
Extra Tubes (Factory Only)	★ 2.95

SIGHTS

FLEXIBLE REAR PEEP

MARBLE



Marble, flexible rear. Each sight is furnished with one No. 1 and one No. 2 disc. Fitted with automatic joint release and elevation lock which holds stem rigid

No.		Each
W-1	For Winchester Rifle Models 55 and 1894	★$5.50
W-9	For Winchester Rifle Models 1890-1906 and 62	★ 5.50

For Savage Rifles Model 1899, all calibers

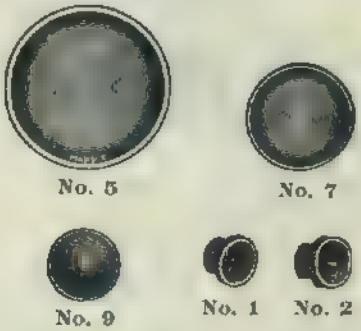
No.		Each
S-1		★$5.50

For Remington auto-loading rifles Model 8-A and 81-A, all calibers.

No.		Each
R-6		★$5.00

Above, average wt., 3 ozs.
One in a box.

EXTRA DISCS FOR MARBLE SIGHTS



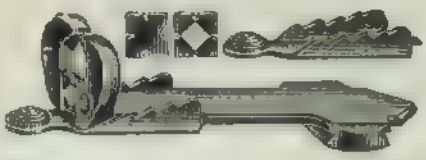
These discs screw into the stem of sight, interchanging with the two regular discs.

No.		Each
1	Size ¼-in. Aperture .052 in.	★$0.25
2	Size ¼-in. Aperture .081 in	★ .25
5	Size ⅞-in. Aperture .052 in	★ .50
7	Size ⅞-in. Aperture .081 in	★ .50
9	Size ⅜-in. Aperture .052 in.	★ .50

Average weight, 1 oz
One in an envelope.

FULL BUCKHORN REAR

MARBLE



No.		Each
65	Fits Winchester Carbines, all calibers; Savage .22 H. P., .250-3000 and .300 H. P. rifles; and all makes of .22 caliber rifles having standard slots in barrel for rear sight	★$2.00
68	Fits Winchester, Savage, Marlin, Remington (except auto-loading H. P.); and other rifles having standard slot in barrel for rear sight	★$2.00

FLAT TOP ADJUSTABLE REAR

KING

No.		Each
8	Adapted to Winchester, Remington (except auto-loading), Savage and other rifles, having standard slot in barrel for rear sight	★$2.50
10-K	Adapted to Winchester Carbines, Savage .22, .250/3000 and .300 caliber Featherweight high power rifles and all makes of .22 caliber rifles	★ 2.50

Above, average wt., 2 ozs.
One in an envelope

★ Factory Suggested Resale Price

SEMI-BUCKHORN REAR

KING

No.		Each
9	Adapted to Winchester, Remington, Savage and other rifles having standard barrel rear slot	★$2.50

No.		Each
9R	Adapted to Models 8A and 81A Remington Auto-loading Rifle, supplied with Remington base plate adapter	★$3.50

No.		Each
11-K	Adapted to Winchester Carbines and all makes of .22 caliber rifles having standard rear barrel slot	★$2.50

FULL CALIFORNIA BUCKHORN REAR

KING

No.		Each
49	Adapted to fit all calibers Winchester Carbines, Savage Featherweight .22 high power .250/3000 and .300 calibers and all makes of .22 caliber rifles	★$2.50
51	Adapted to fit all models of Remington (except Model A-8 auto-loading), Winchester and Savage Rifles having slot in barrel for rear sight	★ 2.50
51-R	Adapted for all Remington auto-loading rifles, Models 8-A and 81-A, supplied with Remington base plate adapter	★ 3.50

Above, average wt., 2 ozs.
One in an envelope.

TWO GREAT TOY HITS!

Improved for 1948

Better than Ever!

GATEWAY

Junior

TOY SEWING MACHINE

It's New for 1948

The Amazing

GATEWAY

ROTAR

TOY SEWING MACHINE

F. O. B. CHICAGO

GATEWAY "JUNIOR" TOY SEWING MACHINE

NEW SUCTION CUP FEET — Holds machine firmly on any surface — instantly movable to any location

NEW Improved Stitching Mechanism

NEW Reinforced Body

Here is the country's largest sewing machine. Featured in country's leading magazines. Tasks important materials of sewing. Made of all metal, finished in sewing wire and bright colors of non-chip enamel. Self feed with adjustment for changing size of stitch. A precision machine for [illegible] effectively for years. [illegible] Weight 24 lb. to 2

GATEWAY "ROTAR" TOY SEWING MACHINE

A sturdy all-steel toy sewing machine that does a real job of sewing. Uses standard No. 30 thread. Finished in shining red enamel. Furnished with metal clamp for fastening to top of any table — does away with need of fastening with screws. Easy rotar movement with small radius handle for greater power.

Individually boxed in attractive container

To sell at a Sensational new low price.

THEY SELL ALL YEAR ROUND

C. L. BRADFORD & ASSOCIATES

145 MERCHANDISE MART
CHICAGO 54, ILL.

New

ALUMINUM BODY

TOY ELECTRIC IRON

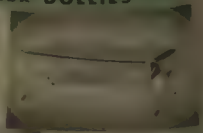
IT'S A REAL ELECTRIC IRON

New

ALUMINUM FRAME

COLLAPSIBLE BATH AND DRESSING TABLE FOR HER DOLLIES

At a New
LOW PRICE



C. L. BRADFORD & ASSOCIATES

DEPT. A

SILEX ELECTRIC COFFEE MAKERS

ALL SILEX STOVES ARE 525 WATTS, 110 TO 120 VOLT, AC

BUFFET SERVICE

Range top and flanged cups in chromium plated brass; base and handles of black moldex. Equipped with one brewing and one warming element, Saratoga coffee maker and decanter. Dimensions of stainless steel stove: 5½ x 5½ x 21½ inches.

No.	Capacity	Wt. per std. pkg.	Each
BS-2-B	8-cup	14 lbs	★$29.95

One in a standard package

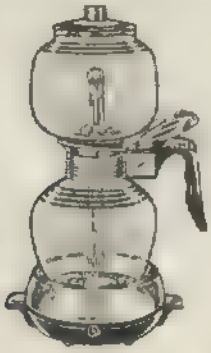
COFFEE SERVICE

Engraved chromium plated oval tray, crystal sugar bowl and creamer snap into chrome shells of matching design. Saratoga coffee maker with deluxe self-timing stove and Anyheet control. Extra cloth strainers included. Black moldex collar, stove base, and "pop-up" handle.

No.	Capacity	Wt. per std. pkg.	Each
SRS-B	8-cup	10 lbs.	★$19.95

One in a standard package

THE CONSTELLATION

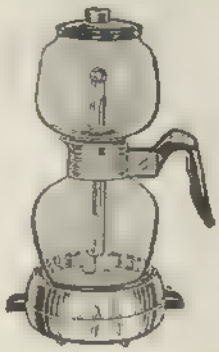


Striped platinum line motif on upper and lower bowls, with wide chromium plated collar band. Hinged decanter cover and combination upper bowl cover and holder. Lox-in glass filter. Deluxe self-timing stove with automatic heat control.

No.	Capacity	Wt. per std. pkg.	Each
CES-B	8 cup	20 lbs.	★$11.95

Four in a standard package

THE MERCURY



Plain upper and lower bowl, with wide chromium plated collar band. Combination upper bowl holder and cover. Lox in glass filter. Deluxe self-timing stove.

No.	Capacity	Wt. per std. pkg.	Each
RES-B	8 cup	20 lbs.	★$9.95

Four in a standard package

THE BRETTON

Equipped with highly polished chromium plated self-timing stove. Decorations of black moldex. Extra cloth strainers included. Wide neck model

No.	Capacity	Wt. per std. pkg.	Each
BWES-B	8 cup	20 lbs.	★$8.95

Four in a standard package

ELECTRIC ACCESSORIES

PLAIN CORD SET

No.	Wt. per std. pkg.	Each
CPB	2 lbs.	★$1.25

Six in a standard package

ANYHEET CONTROL CORD

Thermostatic temperature control provides choice of any heat without variation, regardless of voltage fluctuation. AC only.

No.	Wt. per std. pkg.	Each
AHC	5 lbs.	★$1.95

Six in a standard package

STOVE

Self-timing. Polished chrome with black moldex trim. Plain cord.

No.	Wt. per std. pkg.	Each
DSS-B	9 lbs.	★$4.45

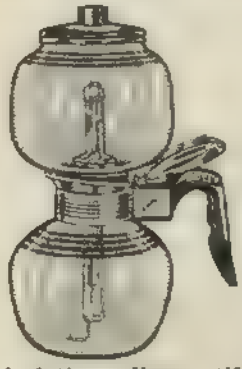
Six in a standard package

★ Factory Suggested Resale Price

SILEX COFFEE MAKERS

KITCHEN RANGE MODELS

THE CONSTELLATION

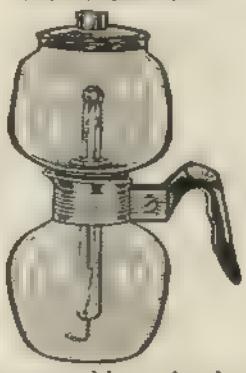


Striped platinum line motif on upper and lower bowls, with wide chromium plated collar band. Hinged decanter cover and combination upper bowl cover and holder. Lox-in glass filter. 12 cup model does not have upper bowl cover

No.	Capacity	Wt per std. pkg.	Each
CK8-B	8 cup	13 lbs.	★$6.95
CK12-B	12 cup	15 lbs.	★ 7.45

Four in a standard package

THE MERCURY



Plain upper and lower bowl, with wide chromium plated collar band. Combination upper bowl holder and cover. Lox-in glass filter.

No.	Capacity	Wt. per std pkg.	Each
RK8-B	8 cup	13 lbs.	★$5.95

Four in a standard package

THE BRETTON

Black moldex upper bowl cover, and removable lower bowl decoration. Wide neck model.

No.	Capacity	Wt. per std. pkg.	Each
BWK8-B	8 cup	19 lbs.	★$4.75

Six in a standard package

THE LIDO

Narrow neck model. Black moldex cover and handle with polished chromium collar, moldex upper bowl cover, flavor-guard filter, extra strainer, and dippex coffee measure.

No.	Capacity	Wt. per std. pkg.	Each
GP42-B	4 cup	16 lbs.	★$4.45

Six in a standard package

THE MANHATTAN

Undecorated wide neck model. Furnished with Dippex coffee measurer and extra cloth strainers. Black collar and handle

No.	Capacity	Wt. per std. pkg.	Each
MMK8-B	8 cup	19 lbs.	★$2.95

Six in a standard package

THE OLYMPIC

Same as No. MMK8-B, but with heavy gauge aluminum upper bowl

No.	Capacity	Wt. per std pkg.	Each
OK8-B	8 cup	16 lbs.	★$3.75

Six in a standard package

THE DELRAY

Small size with narrow neck. Furnished with Flavor-Guard Filter, extra cloth strainers, heat resistant glass, Dippex measurer, and black moldex upper bowl cover. Black handle

No.	Capacity	Wt. per Std. pkg.	Each
G2-B	2 cup	12 lbs.	★$3.75

Six in a standard package

★ Factory Suggested Resale Price

CANDLE WARMER

Crystal glass base, with chromium grid. Candle is lit by removing grid.

No.	Wt. per std. pkg.	Each
CW	20 lbs	★$2.95

Six in a standard package

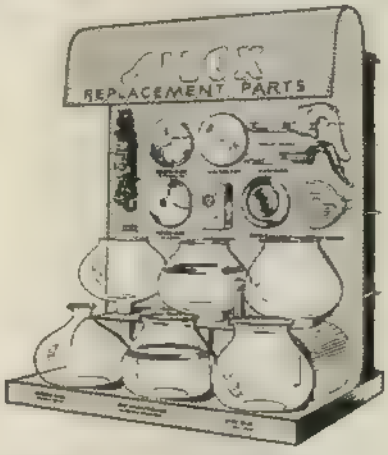
CANDLE REFILLS

Box of three candle warmer refills

No.	Wt. per std. pkg	Per box
CAN	5 lbs.	★$0.25

Twelve boxes in a standard package

REPLACEMENT PARTS BOARD



Illuminated board, displaying 18 replacement parts. Finished in blue lacquer with yellow print and red Silex trademark. Back has 12 compartments for stocking spare parts. Dimensions: 25 inches high, 20 inches wide, and 15 inches deep.

Board comes mounted with parts and stock of replacement parts.

Consists of the following

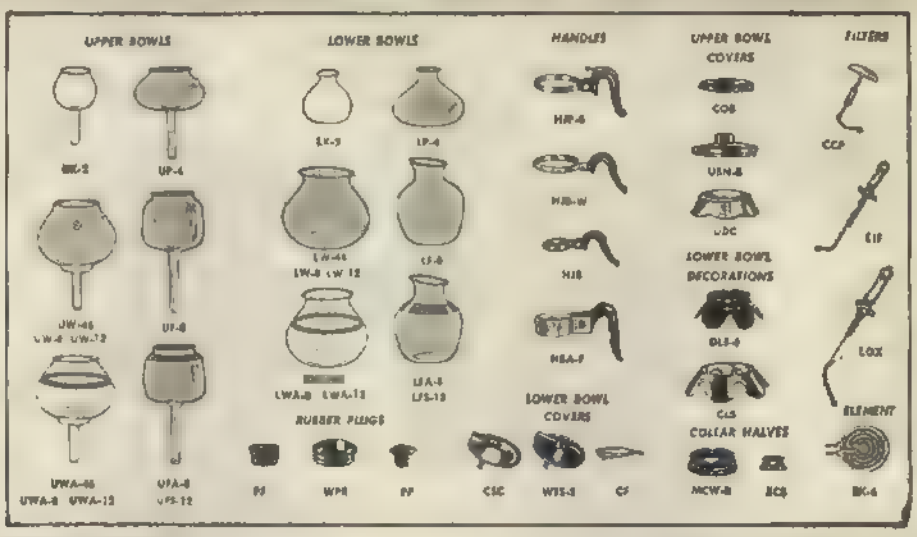
Quan.	No.	Description
3	LW-8	Lower wide neck bowl
3	UW-8	Upper wide neck bowl.
2	LWA-8	Lower wide neck bowl
2	UWA-8	Upper wide neck bowl
2	LK-8	Lower narrow neck bowl
2	UK-8	Upper narrow neck bowl.
2	AHC	Anyheet control cord
2	EK-6	Heating elements.
2	CSC	Chromium decanter covers
2	WTS-8	Molded decanter covers
2	CO-B	Molded covers.
12	LIF	Lox-in glass filters.
3	CCF	Flavor guard filters.
2	HJP-W	Pop-up handles.
2	HW-B	Plain molded handles.
4	SR-12	Ind. boxes, filter cloth
6	WPR	Rubber plugs
8	PP	Rubber plugs

No.	Wt. each	Each
PB	38 lbs.	★$49.54

One in a carton

SILEX REPLACEMENT PARTS AND ACCESSORIES

DEPT. A



UPPER BOWLS

No.	Description	Wt. per std. pkg	Each
UK-2	2 cup, narrow neck, plain (for G2)	5 lbs	★$1.80
UP-4	4 cup, narrow neck (for GP42)	7½ lbs	★ 1.80
UK-8	8 cup, narrow neck (for G8)	7½ lbs.	★ 2.20
UP-8	8 cup, narrow neck	7 lbs	★ 2.35
UC-9	9 cup, plain	8 lbs.	★ 2.05
UP-12	12 cup, narrow neck, plain	10 lbs	★ 2.60
UC-12	12 cup, plain	10 lbs.	★ 2.05
UW-46	4-6 cup, wide neck, plain	7 lbs	★ 1.90
UWA-46	4-6 cup, wide neck, striped	7 lbs	★ 2.10
UW-8	8 cup, wide neck, plain	7½ lbs.	★ 1.69
UWA-8	8 cup, wide neck, striped	7½ lbs	★ 2.10
UW-12	12 cup, wide neck, plain	10 lbs.	★ 2.60
UWA-12	12 cup, wide neck, striped	10 lbs.	★ 2.80
UF-8	8 cup, plain (Mercury)	12 lbs.	★ 1.95
UFA-8	8 cup, striped (Constellation)	12 lbs.	★ 2.25
UFS-12	12 cup, striped (Constellation)	12 lbs	★ 2.45

LOWER BOWLS

LK-2	2 cup, narrow neck, plain (for G2)	5 lbs	★$1.50
LP-4	4 cup, narrow neck (for GP42)	7 lbs	★ 1.50
LK-8	8 cup, narrow neck (for G8)	7 lbs	★ 1.85
LP-8	8 cup, narrow neck	7 lbs.	★ 2.15
LC-9	9 cup, plain	8 lbs.	★ 1.55
LC-12	12 cup, plain	10 lbs.	★ 1.55
LP-12	12 cup, narrow neck, plain	10 lbs.	★ 2.15
LW-46	4-6 cup, wide neck, plain	7 lbs	★ 1.35
LWA-46	4-6 cup, wide neck, striped	7 lbs.	★ 1.75
LW-8	8 cup, wide neck, plain	7 lbs	★ 1.39
LWA-8	8 cup, wide neck, striped	7 lbs.	★ 1.75
LW-12	12 cup, wide neck, plain	9 lbs	★ 2.05
LWA-12	12 cup, wide neck, striped	9 lbs.	★ 2.25
LF-8	8 cup, plain (Mercury)	6 lbs	★ 1.50
LFA-8	8 cup, striped (Constellation)	6 lbs	★ 1.85
LFS-12	12 cup, striped (Constellation)	6 lbs.	★ 1.95

DECORATIONS

CLS	Chromium, 8 cup (for Saratoga)	1½ lbs.	★$0.85
DLB-8	Molded blk., wide neck, 4-6, 8 cup (Bretton)	1 lb.	★ .50
DLW-8	Molded white, wide neck, 4-6, 8 cup (Bretton)	1 lb	★ .50

COVERS

CO-B	Molded upper bowl cover, black	1 lb	★$0.30
CO-W	Molded upper bowl cover, white	1 lb	★ .30
UDC	Chromium upper bowl cover	1½ lb	★ .85
WTS-8	Molded lower bowl cover, black	1 lb	★ .30
LBC-8	Molded lower bowl cover, white	1 lb.	★ .30
CSC	Chromium lower bowl cover	2 lb	★ .75

HANDLES

HWB-M	Handle blk., wide neck (Manhattan only)	1 lb.	★$0.95
HBA-F	Handle and band, chrome (Constellation and Mercury)	3 lb	★ 1.35
HJB-W	Handle, black, wide neck (Bretton)	1 lb	★ .95
HJW-W	Handle, white, wide neck (Bretton)	1 lb	★ .95
HJB-8	Handle, black, narrow neck (Delray)	1 lb.	★ .95

All above, six in a standard package

LOX-IN GLASS FILTERS

No.	Description	Wt. per std. pkg.	Each
LIF	Lox-in glass filter	5½ lbs.	★$0.49

Thirty-six in a carton with self-dispenser display

LOX	Lox-in glass filter (Constellation and Mercury)	4 lbs.	★ .49

Twelve in a standard package

MOLDED COLLARS

BCB	Black, narrow neck, 2 cup (Delray)	1 lb.	★$0.30
BCW	White, narrow neck, 2 cup (Delray)	1 lb.	★ .30
MCW-B	Black, wide neck, 4-6, 8 cup	1 lb.	★ .35
MCW-W	White, wide neck, 8 cup (Saratoga)	1 lb.	★ .35

Above, six in a standard package

FLAVOR GUARD FILTER AND CLOTH STRAINERS

CCF	Flavor Guard Filter	½ lb.	★$0.50

Six in a standard package

Individual boxes of filters packed in attractive dispenser carton

			Per box
SR-4	Box of four cloths	½ lb.	★ .15
SR-12	Box of twelve cloths	½ lb.	★ .35

Twelve boxes in a standard package

SR-25	Box of twenty-five cloths	½ lb.	★ .65

Six boxes in a standard package

RUBBER PLUGS

No.	Description	Wt. per std. pkg.	Each
WPR	Rubber plug, black, wide neck	1 lb.	★$0.35
PP	Narrow neck plug (for Delray)	1 lb.	★ .25
PF	Rubber plug (Constellation)	2 lb.	★ .35

Above, twelve in a standard package

RUBBER PARTS

RRW	Rubber ring for wide neck lower bowl	1 lb.	★$0.05

Twelve in a standard package

SCREWS

S-299	Screw for handle	½ lb.	★$0.02½
S-300	Sleeve for handle	½ lb.	★ .02½

Twelve in a standard package

FOR CANDLE WARMER

CWB	Glass base	14 lbs.	★$2.65
CWC	Chrome cover	1½ lbs.	★ .75
CWH	Glass candle holder—3 candles	3 lbs.	★ .40

Above, six in a standard package

FOR ELECTRIC STOVES

EK-6	Heating element	2 lbs.	★$0.95
B341-I	Molded base only, white	2 lbs.	★ .50
B341-B	Molded base only, black	2 lbs.	★ .50

Above, six in a standard package

★ Factory Suggested Resale Price

DEPT. A

GENERAL ELECTRIC COFFEE MAKERS

FULLY AUTOMATIC

Wide mouth upper and lower Pyrex glass bowls with clamp-on lid and handle on upper bowl. Lower bowl has decanter cover and handle, and is marked for cup measurements. Black plastic stove with chrome trim. Pilot light glows when warming unit is on. Six-foot GE cord set. 750 watts, 115 volts, AC only

No.	Capacity	Wt. each	Each
129P18	8 cup	6 lbs.	★$12.95

One in a standard package

SEMI-AUTOMATIC

Same as No. 129P18, but is semi-automatic. 550 watts, 115 volts, AC or DC. Six-foot GE cord set

No.	Capacity	Wt. each	Each
139P17	8 cup	5 lbs.	★$7.95

One in a standard package

NON-AUTOMATIC

Wide mouth glass bowls. Lower bowl is cup-marked and has Textolite handle. Clamp-on lid, and GE Tasteguard. Black plastic electric stove with chrome trim. Six-foot GE cord set. 550 watt, 115 volts, AC or DC.

No.	Capacity	Wt. each	Each
119P15	8 cup	5 lbs.	★$5.95

One in a standard package

NON-AUTOMATIC

Wide mouth glass bowls. Lower bowl has Textolite handle and is marked for cup measurements. GE Tasteguard. Lay-on lid. Stove is chrome plated. Non-breakable Monel drainer assembly with filter cloth. Six-foot GE cord set. 550 watts, 115 volts, AC or DC.

No.	Capacity	Wt. each	Each
119P16	8 cup	5 lbs.	★$4.95

One in a standard package

RANGE MODEL

Wide mouth glass bowls. Lower bowl is cup-marked and has Textolite handle. Clamp-on lid, and GE tasteguard.

No.	Capacity	Wt. each	Each
100P14	8 cup	4 lbs.	★$1.95

One in a standard package

VICTOR ELECTRIC STOVE

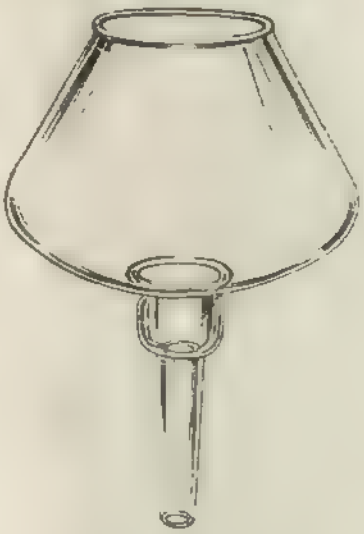
No. WC-101

Porcelain brick heating element, supported by 3 metal legs. 600 watts, 115 volts, AC or DC. No cord included.

No.	Wt. each	Each
WC-101	¾ lb.	$2.00

Twelve in a carton

8 CUP UPPER BOWLS



No	For model	Wt. per std. pkg	Each
D8U	129P4	2 lbs.	★$1.95
D8U	129P5	2 lbs.	★ 1.95
D8U	129P6	2 lbs.	★ 1.95
D8U	129P7	2 lbs	★ 1.95
A8U	129P8	2 lbs.	★ 2.35
A8U	139P8	2 lbs.	★ 2.35
DW8U	P14	2 lbs	★ 1.25
DW8U	P15	2 lbs.	★ 1.25
DW8U	P16	2 lbs	★ 1.25
DW8U	P17	2 lbs	★ 1.25
AW8U	P18	2 lbs	★ 2.00

One in a carton
Six in a standard package

8 CUP LOWER BOWLS

No	For model	Wt. per std. pkg.	Each
D8L	129P4	2 lbs	★$1.60
D8L	129P5	2 lbs	★ 1.60
D8L	129P6	2 lbs	★ 1.60
D8L	129P7	2 lbs	★ 1.60
AD8L	129P8	2 lbs.	★ 2.75
AD8L	139P8	2 lbs	★ 2.75
DW8L	P14	2 lbs.	★ .95
DW8L	P15	2 lbs	★ .95
DW8L	P16	2 lbs.	★ .95
DW8L	P17	2 lbs.	★ .95
AW8L	P18	2 lbs.	★ 2.40

One in a carton
Six in a standard package

★ Factory Suggested Resale Price

ELECTRIC COFFEE MAKERS

UNIVERSAL COFFEEMATIC

Coronet pattern. Chrome plated with mottled mahogany bakelite handle. Dial can be set for Strong, Medium, or Mild Automatic temperature control with indicator light. Six-foot cord included. 400-475 watts, AC only

No.	Capacity	Wt. per std. pkg.	Each
EA4402	7 cup	26 lbs.	★$21.95
EA4418	8 cup	28 lbs.	★ 24.95

One in a carton
Six in a standard package

Non-automatic

Same as above, but is non-automatic.

No.	Capacity	Wt. per std. pkg.	Each
EA4208	7 cup	25 lbs.	★$16.95

One in a carton
Six in a standard package

UNIVERSAL FUSE PLUGS

A simple lead fuse similar in effect to that in use for years in protecting lighting circuits. For Universal Percolators only.

No.	Per doz.
1920	★$1.50

Loose

COFFEEMASTER SERVICE SET

Three-piece matched service set in chrome plate, with jet black handles. Consists of No. C-30 Coffeemaster, service tray with non-scratchable satin finish center, sugar and creamer.

No.	Wt. per set	Per set
C30-22	12 lbs.	(F)$47.00

One set in a carton

TRAY SERVICE SET

Same as above, but less Coffeemaster.

No.	Wt. per set	Per set
C-22	5 lbs.	(F)$14.50

One set in a carton

SUNBEAM COFFEEMASTER

Vacuum type, chrome plated with jet black handles. Fully automatic with built-in table stove that is self-setting to keep coffee at desired serving temperature and controls length of brewing time. Includes cord and plug set. 1000 watts, 120 volts, AC only.

No.	Capacity	Wt. each	Each
C-80	8 cup	7 lbs.	(F)$32.50

One in a carton

COFFEEMASTER FILTERS

Packed in display box containing six packages of 12 cloths in each package.

No.	For model	Per pkg.
C82AC	C-20B	(F)$0.50
C85CA	C-30	(F) .50

Six packages in a display box

COMBINATION GRILLS - WAFFLE IRONS

HANDY HOT

Waffle grids not included. Chrome finish with black plastic trim. Heavy mold cast aluminum sandwich grills Size, 10¼x5⅝ inches. Expansion hinge 660 watts, 115 volts, AC or DC.

No.	Wt. each	Each
1723	6 lbs.	★$12.95

One in a carton

WITH WAFFLE GRIDS

Same as No. 1723, but complete with interchangeable non-stick permanent mold cast aluminum waffle grids.

No.	Wt. each	Each
1724	7 lbs.	★$14.95

One in a carton

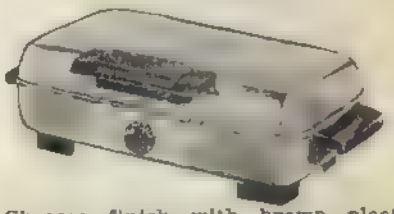
UNIVERSAL

Chrome plated Coronet pattern with mottled mahogany handles. Aluminum cooking plate, 10⅛x5⅝ inches, used in either open or closed position. Expansion hinge. Two sets of interchangeable grids. 6-foot cord. 750 watts, AC or DC

No.	Wt. each	Each
EA3601	8 lbs.	★$15.95

One in a carton

G.E. AUTOMATIC



Chrome finish with brown plastic handles and legs. Waffle baking area is 66 square inches. Aluminum grids with edge groove on waffle grids to prevent batter overflow. Front handle forms support for top when open. Expanding hinges and permanently attached cord. 1100 watts, 115 volts, AC only.

No.	Wt. each	Each
129-G-40	10 lbs.	(F)$19.95

One in a carton

NON-AUTOMATIC

Same as No. 139-G-40, but is non-automatic. 800 watts, 115 volts, AC or DC.

No.	Wt. each	Each
139-G-39	10 lbs.	(F)$14.95

One in a carton

(F) Fair Traded
★ Factory Suggested Retail Price

[TOP W... DU ALL]

New End Table Radio... Only $39.95

OTHER FINE GIFT SELECTIONS IN TABLE AND PORTABLE RADIOS

NEW END TABLE RADIO IN PERIOD STYLING

(A) Wards Special Christmas Introduction is this new Radio in rich Mahogany Veneers. Give as a gift or enjoy it yourself. Use as night stand or end table. Radio turns on automatically when tilted forward. Has fine, clear tone. 4 tubes plus rectifier. Oversize loop antenna for better performance. Has automatic bass boost, automatic volume control.

TUNES STANDARD BROADCAST 540 TO 1600 KC. U.L. Listed. For 105 to 125-volts, 50 to 60-cycle A.C. or 105 to 125-volts D.C. Size 18 in. wide by 26¾ in. high by 13⅝ in. deep. Ship. wt. 20 lbs. $4 Down, $5 Monthly.

62 T 2510 R *Express only*.....Cash $39.95

FM-AM TABLE RADIO

(B) Say "Merry Christmas" to the family with this beautiful 2-band Radio. Has Standard Broadcast and static-free FM reception.

SPARKLING, CLEAR TONE from 6-inch oval speaker. Brilliant performance on both FM and Broadcast bands. 6 tubes plus rectifier. Full-range Tone Control. Mahogany Veneer cabinet. Bronze finished grille. Large dial.

HAS BUILT-IN ANTENNAS FOR AM AND FM. Tunes 88 to 108 MC and 540 to 1600 KC. U.L. Listed. For 105 to 125-volts, 50 to 60-cycle A.C. or 105 to 125-volts D.C. 15¼ by 9⅞ by 8⅜ in. deep. Ship. wt. 20 lbs. Only $5 Down.

62 W 1810 M—*Mailable*.....Cash $47.95

BEAUTIFUL PLASTIC TABLE RADIO

(C) One of the finest Gift Radios we have ever offered. Has wonderfully clear tone from 5-inch speaker and large plastic cabinet in a choice of Walnut or Ivory finish. Fine performance from 4-tube plus rectifier chassis. Superhet circuit. Airplane type dial.

HAS BUILT-IN LOOP ANTENNA. Approved by Underwriters' Laboratories, Inc. Tunes Standard Broadcast 540 to 1600 K.C. For 105 to 125-volts, 50 to 60-cycle A.C. or 105 to 125-volts D.C. Size 13 by 8 by 6½ in. deep. Shipping weight 10 lbs. *Mailable*.

62 W 1529 M—Ivory finish.....$18.95
62 W 1527 M—Brown finish.....17.95

MODERATELY PRICED PORTABLE

(D) An up-to-the-minute Radio for the holidays. Operates anywhere. Use on A.C. or D.C. or on self-contained batteries. Maroon plastic case. Actual weight only 6 lbs.

GOOD, CLEAR TONE from 4-inch speaker. 4 tubes for good reception. Automatic volume control. Loop antenna built in. Power cord fits into cabinet—out of sight.

60-HOUR BATTERIES INCLUDED. Tunes 540 to 1600 KC. U.L. Listed. For 105 to 125-volts, 50 to 60-cycle A.C. or 105 to 125-volts D.C. Size 9 by 7 by 4 in. deep. Ship. wt. 9 lbs. 8 oz. *Mailable*. Only $3 Down on Terms.

62 W 1158 Y With Batteries. ..Cash $27.95

FULL-SIZE PLASTIC PORTABLE

(E) A fine Portable Radio with plenty of power and sensitivity. Use 3 ways: on A.C. or D.C. or on self-contained battery pack. Actual weight 15 lbs. Cord fits inside case.

6-INCH OVAL SPEAKER GIVES FINE, CLEAR TONE. 5 tubes with tuned r.f. stage gets weaker stations more clearly. Lift cover and radio plays instantly. Built-in antenna.

250-HOUR BATTERY PACK INCLUDED. Tunes 540 to 1600 KC. U.L. Listed. For 105 to 125-volts, 50 to 60-cycle A.C. or 105 to 125-volts D.C. Size 12¼ by 8⅞ by 6½ in. deep. Ship. wt. 17 lbs. *Mailable*. Only $4.50 Down.

62 W 1165 Y—With battery pack .Cash $43.50

LOW PRICED RADIO IN 5 COLORS

(F) A brand new Gift Radio in a rainbow of exciting colors. Good reception and clear tone on local stations. 3 tubes plus rectifier.

FULL 4-IN. SPEAKER—no blasting. Metal cabinet. Standard Broadcast 540 to 1600 KC. 20-ft. antenna wire attached. U.L. Listed. For 105 to 125-volts, 50 to 60-cycle A.C. or 105 to 125-volts D.C. 8¼x5½x4 in. deep. Ship. wt. 5 lbs.

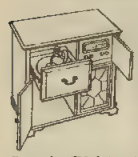
62 W 1520 M—White. *Mailable*.....$11.95
62 W 1521 M—Red. *Mailable*.....11.95
62 W 1522 M Green. *Mailable*.....11.95
62 W 1523 M—Yellow. *Mailable*.....11.95
62 W 1524 M Blue. *Mailable*.....11.95

COLORS ON OPPOSITE PAGE MATCH RADIOS AS CLOSELY AS MODERN PRINTING METHODS PERMIT

Wards Finest Airline Radio-Phonographs

MODELS AVAILABLE THAT PLAY BOTH STANDARD AND NEW LONG PLAYING RECORDS

FINE RADIO-PHONOGRAPH IN BEAUTIFUL MAHOGANY



A An elegant Console Combination with plenty of reserve power and superb, life-like tone. Tunes Standard Broadcast and FM bands. Full-range Tone Control for low or high tones on FM and AM reception. Wide dial. 9 tubes plus rectifier. Has tuned r.f. stage for high sensitivity and push-pull output stage for greater power.

CABINET—attractive 18th Century design in fine dark Mahogany Veneers and hardwoods. Hand-rubbed finish. Smooth-sliding phonograph drawer. Compartment holds about 85 records in albums.

TONE—deep, rich and finely balanced. Exceptionally good on FM. Automatic bass boost. 12-inch speaker and full 8-watt output.

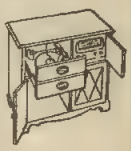
RECORD CHANGER—especially fine and trouble-free. Plays ten 12-inch or twelve 10-inch records. Light-weight Muted Stylus pick-up 2500-play needle.

Tunes Standard Broadcast 540 to 1600 KC and FM 88 to 108 MC. Built-in antennas for FM and AM. U.L. Listed. For 105 to 125-volts, 60-cycle A.C. Size 37 in. high by 37¾ in. wide by 16¼ in. deep. Ship. wt. 115 lbs.

62 W 2719 R—Only 20% Down on Terms.....or Cash 199.95

62 T 2733 R—As above, but for Long-play and Standard Records...212.95

CONSOLE RADIO-PHONOGRAPH . . 18TH CENTURY STYLING



B This full-size, feature-packed FM-AM Radio-phonograph gives you exciting brilliance of tone . . . outstanding performance for the value-conscious listener. Large 12-inch speaker brings out life-like sparkle of musical overtones. 7 tubes plus rectifier, luxurious Period Style cabinet and automatic changer combine to present an unusually fine value in radio combinations.

CABINET—fine, rich Mahogany Veneers rubbed to soft satin finish. All hardwoods. Smoothly-sliding changer drawer, and record storage space.

TONE—unusually rich and clear with deep low notes you like to hear. Full range Tone Control and Automatic bass boost.

RECORD CHANGER—plays ten 12-inch or twelve 10-inch records. Trouble-free mechanism. Lightweight pickup with Muted Stylus, 2500 play needle.

Tunes Standard Broadcast 540 to 1600 KC. and FM 88 to 108 MC. Built-in antennas for FM and AM. U.L. Listed. For 105 to 125-volts, 60-cycle A.C. only. Size 34 by 34 by 18 in. deep. Ship. wt. 87 lbs.

62 W 2715 R—Only 20% Down on Terms.....or Cash 179.95

62 T 2726 R—As above, but for Long-play and Standard Records 184.95

FACTS ABOUT THE NEW LONG-PLAYING PHONOGRAPH RECORD

A new long-playing 33⅓ RPM. micro-groove phonograph record is being introduced this fall. It plays as long as five standard records and is especially adaptable for music now available in album form. Standard 78 RPM. popular and classical records will continue to be made for both single selections and albums. A standard phonograph, however, will not play the new type record because it requires a special tone arm, pickup and motor. The above radio-phonographs are available with standard changer or with standard changer plus provision for playing the new type records manually. When long-playing records are freely available, other models may have this feature. Low-priced long-playing record players also will be available.

SEE PAGE 176 FOR DETAILS OF WARDS MONTHLY PAYMENT PLAN . . . ESTABLISH AN ACCOUNT NOW.

Outstanding Radio Values for Christmas

MODERATELY PRICED FM-AM COMBINATIONS WITH FINE TONE AND PERFORMANCE

PERIOD STYLE COMBINATION WITH FM AND AM

C Select this beautiful 18th Century Combination for dependable reception and attractive styling. Hear the static-free music of FM or tune the Broadcast band for your favorite programs. Check the many features that make this an outstanding AM-FM console value. Large, full-size cabinet. Full-range Tone Control on FM and AM. Edge-lit dial, easy to read. Efficient A.C.-type chassis for maximum performance . . . 6 tubes plus rectifier.

CABINET—attractively designed in Mahogany Veneers with hand-rubbed finish. All hardwoods. Phonograph drawer glides out smoothly for loading. Record compartment holds about 50 records in albums.

TONE—rich and clear with heavy 10-inch speaker. Automatic bass boost.

RECORD CHANGER—trouble-free and dependable. Plays ten 12-inch or twelve 10-inch records. Lightweight Muted Stylus pickup with 2500-play needle.

Tunes Standard Broadcast 540 to 1600 KC. plus FM 88 to 108 MC. Built-in antennas for FM and AM. U.L. Listed. For 105 to 125-volts, 60-cycle A.C. only. Size 34 by 34 by 16 in. deep. Ship. wt. 90 lbs. Freight, Truck or Express.

62 W 2721R—Only $32 Down and $11 Monthly.....or Cash 159.95

FM-AM PULL-OUT COMBINATION

D Double your holiday enjoyment with this complete FM and Standard Broadcast Console with automatic record changer. Hear the static-free, clear-toned music of FM with its brilliant, life-like quality. Full-range Tone Control. 8 tubes plus rectifier. A low-priced console that will surely delight the entire family.

CABINET—finished in fine Walnut Veneers. Phonograph section pulls out for loading records, but may be closed while records are playing.

TONE—large 10-in. speaker brings you rich, mellow tones you like to hear. Automatic bass boost.

RECORD CHANGER—plays ten 12-inch or twelve 10-inch records automatically. Airline lightweight, low noise pickup with newly developed Muted Stylus to minimize needle noise. Long-life needle lasts over 2500 plays.

RADIO PERFORMANCE—fine reception on Broadcast Band 540 to 1600 KC. plus realistic FM 88 to 108 MC. Powerful A.C. chassis. Built-in antennas for FM and AM. U.L. Listed. For 105 to 125-volts, 60-cycle A.C. only. Size 30 by 36¼ by 17 in. deep. Ship. wt. 85 lbs. Freight, Truck or Express.

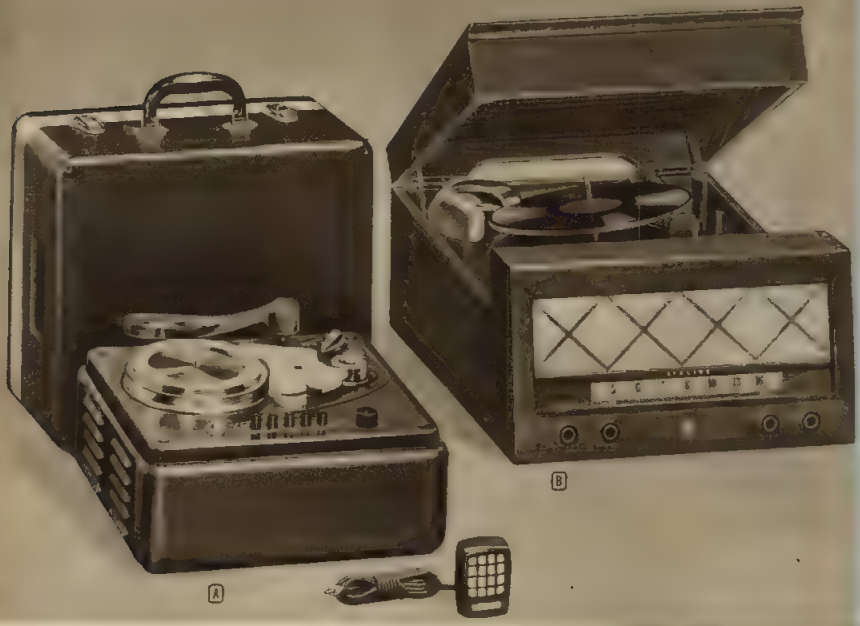
62 W 2714R—Only $28 Down and $10 Monthly.....or Cash 139.95

FACTS ABOUT FM (FREQUENCY MODULATION)

You will enjoy the superb musical brilliance of FM . . . the delightful liveliness of musical reproduction attained by broadcasting the musical overtones (very high tones that add life-like fullness to the notes played). FM is free from major interference of power lines, electrical appliances, street cars and other sources of static. These are the main advantages over AM.

We recommend you select a radio with FM because you will want its many special advantages if an FM station is now operating (or planned) near you. The range of FM is limited to about 50 miles. For radios more than 20 miles from an FM station, an outside FM antenna is recommended for better reception. See Antennas—FM in Words Fall General Catalog.

READ CONSTRUCTION OF WARDS AIRLINE RADIO EQUIPMENT ON PAGE 191



Wire Recorder and Table Radio-phonograph

TINY PERSONAL PORTABLE

C This Radio sold for $29.95 without batteries under manufacturer's name, now only $19.75 complete with batteries-- ready to play. Weighs only 3½ lbs. 6¾ by 4½ by 3½ in. in size. Carry it and hear local programs wherever you go. Fits neatly into corner of suitcase for travelling. Good, clear tone and powerful performance.

TWO-TONE MAROON CASE. Clear plastic dial panel backed with sparkling gold color. Plays instantly when cover opens, shuts off when closed. Antenna built into cover. Ship. wt. 4 lbs.

62 T 1062 M—*Mailable*. $19.75

NEW AIRLINE PLUG-IN WIRE RECORDER

A In the opinion of several impartial nationally known sound experts who have tested the Airline Wire Recorder, it has tone quality and fidelity of reproduction equal or superior to that of recorders selling up to $600.00. A fine gift for music-lovers, speakers, students and others. Take it anywhere to put music, voices, and special events on wire . . . in laboratory tests wire played 18 million times without wearing out.

RECORDS FROM MICROPHONE OR RECORDS played on its own turntable. Plugs into your present radio to play back wire or records. Can connect to make recording direct from radio. Fits into most console record compartments.

RECORDS UP TO ONE HOUR CONTINUOUSLY. One 15-minute spool included. Order 30-min. and 60-min. spools below. Wire has celluloid leader for easy threading, shuts off recorder automatically at end of wire. Erase wire easily.

EASY TO USE. Simplified pushbutton control. Recording level indicator Safety lock prevents accidental erasing of wires. Newly designed Tone Arm with Airline Muted Stylus pickup. 2500-play needle. 4-tubes plus rectifier. Airline crystal microphone, instructions and cables included. Molded steel cabinet. Can be carried in attractive case (sold separately below). For 105 to 125 volts, 60 cycle A.C. only. Size 14x12x7 in. high overall. Ship. wt. 26 lbs. Express.

62 W 3651R—Only $8 Monthly.....or Cash 97.50

RECORDING WIRE WITH CELLULOID LEADER. Ship. wt. 8 oz.:

62 W 3665—One 15-minute spool. 1.50

62 W 3664—One 30-minute spool.. .... . 2.25

62 W 3663—One 60-minute spool. 3.50

CARRYING CASE FOR WIRE RECORDER. Made of sturdy plywood. Maroon and tan covering of artificial leather.

62 T 3653 M—Ship. wt. 7 lbs. *Mailable* 9.95

BEST AIRLINE AM TABLE COMBINATION

B The finest we know of at its price, and equal in quality and performance to many higher priced Radio-phonographs. It offers you many features for complete listening enjoyment. Use the radio or listen to music of your own selection with this dollar-saving Christmas value.

BEAUTIFULLY GRAINED MAHOGANY VENEER CABINET is finished to a soft rich sheen. Handsome speaker grille in modern design. All hardwood frame. Wide-opening cover stays firmly in raised position. Tuning, Tone and Volume controls are all in front for adjustment while records are playing—no need to lift cover. Wide, illuminated dial.

AUTOMATIC RECORD CHANGER with trouble-free mechanism handles twelve 10-inch or ten 12-inch records automatically. Airline low-noise, lightweight Crystal Pickup—causes *less* record wear. Has long-life, 2500-play osmium tipped needle.

POWERFUL, EFFICIENT RADIO CHASSIS. 4 tubes plus rectifier combine with 6-inch oval speaker to give rich, full tone and performance. Tunes Standard Broadcast 540 to 1600 KC, for good reception of all local programs. Has built-in antenna with connection for outside antenna if more distance-getting reception is desired.

For 105 to 125 volts, 60-cycle A.C. only, U.L. Listed. Size 15½ in. wide by 9¾ in. high by 18¾ in. deep. Ship. wt. 32 lbs. Shipped by Express.

62 W 2003 R—Only $5 Monthly.....or Cash 62.95

BE SURE TO SEE WARDS NEW CHAIRSIDE COMBINATION on Page 309. This new Airline model sells for only $79.95 and has built-in record changer and record storage space . . . a perfect gift for the family.

Ideal

DOLLS
AND SOFT DOLLS

THE WORLD'S LARGEST SELLING DOLLS—IN THE [illegible] LINE IN THE COUNTRY.

SPARKLE PLENTY—
BETSY WETSY—
MAGIC SKIN—

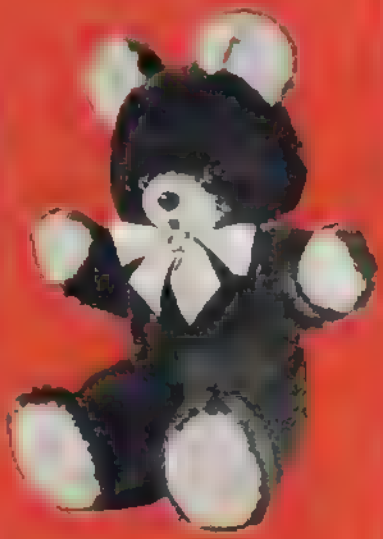
ROOM 416!

Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10, N. Y.

Ideal

STUFFED TOYS

A COMPLETE PRICE RANGE OF DELUXE QUALITY ANIMALS AND NOVELTIES — ALWAYS SOMETHING NEW IN CUDDLY, FULLY JOINTED, STANDING, AND RUNNING ANIMALS.



BEARS, PANDAS, SCOTTIES, TERRIERS, MONKEYS, DONKEYS, AND DOZENS OF OTHERS WITH AND WITHOUT COSTUMES.

ROOM 416!

Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10, N. Y.

Ideal

PLASTIC TOYS

IF IT'S NEW — IF IT'S A BIG SELLER —
IDEAL MAKES IT. AT IDEAL YOU'LL FIND
HUNDREDS OF PLASTIC ITEMS.

Complete rooms of Doll House Furniture

Juke Boxes, Tea Sets, Planes, Boats, Vehicles, Farm Implements, Musical Instruments, Blocks, Banks, Guns, Numbers, Telephones.

Plastic Infant Items, etc.

IDEAL MAKES THE TOYS THAT THE PUBLIC WANTS

ROOM 416!

Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10, N. Y.

Ideal

MECHANICAL TOYS

New additions to round out your complete toy selections in one single visit to Ideal's showroom

Colorful—Exciting—Wind-Up Toys

Made in U.S.A. by

THE LINDSTROM CORP., Bridgeport, Conn.

Affiliated with IDEAL NOVELTY & TOY CO.

ROOM 416!

Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10, N. Y.

Ideal

VINYLITE AND KOROSEAL

INFLATABLE TOYS

Ideal creates new ideas in the popular inflatables.

Dolls with pressed mask faces

Bunnies, Cats, Dogs, Play Balls, Rings, etc.

WOOD TOYS

Doll Baths, Sparkle Plenty Cribs, Building Block Sets, Wagons, Doll Furniture, etc.

Made by Arteys

NOVELTY & TOY CO

ROOM 416!

Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10, N. Y.

Ideal

THE SWEETEST AND SAFEST CRIB TOYS

"Softies" *"They Squeal with Delight*

SOFT RUBBER
TOYS FOR INFANTS

A COMPLETE LINE OF SOFT SPONGE RUBBER

INFANT FLOATING TOYS

ANIMALS AND BOATS

ROOM 416!

Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10, N. Y.

FORGES

CHAMPION

The Champion Steel Forges are made from structural steel. The machinery is all enclosed in a tight casing and noiseless. No belts or friction. **Ball-bearings.** Will produce blast to weld 4-inch iron in ten minutes. Crank can be turned either way.

For farmers, garages, etc. **Hearth is stamped from one sheet of very heavy steel.** Machine cut gears. Gear ratio, 48 to 1. Fan, 8 inches; hearth, 18 inches in diameter; height, 30 inches. With shield.

No.	Wt. each	Each
145-S	45 lbs.	**$43.80**

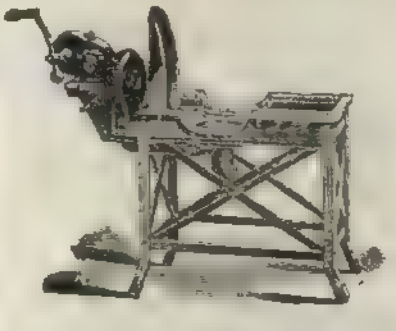
One in a carton, legs bundled

Cast iron hearth.

For farmers, garages, etc. Machine cut gears. Gear ratio, 48 to 1. Fan, 8 inches; hearth, 18 inches in diameter; height, 30 inches. With shield.

No.	Wt. each	Each
145	70 lbs.	**$58.80**

One in a carton, legs bundled



Ball-bearing. Practical for government use, race horse stables, steam railroads, bridge and tank builders, boiler work of any kind, or for any use requiring a hearth of this size. With shield. Hearth, 24x24 inches; height, 30 inches; fan, 9 inches in diameter.

No.	Wt. each	Each
404	170 lbs.	**$183.20**

Loose

Equipped with a cut-geared crank-driven blower, helical gearing, smooth running and noiseless. The gear ratio gives 48 revolutions of the blast wheel to one turn of the crank. The gear case is oil-tight and dust-proof.

Hearth, 23x30 inches. Fan, 10 inches diameter. Height, 30 inches.

No.	Wt. each	Each
142	135 lbs.	**$110.40**

One in a crate

Ball bearing. Adapted for government use, street and steam railroads, bridge and tank builders, miners and prospectors, boiler repairers, or any portable work requiring compactness. No. 401, with shield, hearth 18 inches; diameter fan, 9 inches; height, 30 inches. No. 401½, with shield, hearth 22 inches; diameter of fan, 9 inches; height, 30 inches.

No.	Wt. each	Each
401	115 lbs.	**$151.70**

One in a crate

Ball-bearing. Adapted for tool makers, jewelers, bicycle repairers, tempering tools, tank builders, miners, prospectors, repairs on boilers, steam railroads, or any inside or outside work requiring a forge of this size. With half hood. Hearth, 24x24 inches; height, 30 inches; fan, 9 inches in diameter.

No.	Wt. each	Each
405	180 lbs.	**$196.00**

Loose

FORGES

BUFFALO

Made with a heavy, one-piece, drawn-steel hearth, perfectly formed, without seams or corners to collect moisture and rust. Diameter 18 inches, depth 3 inches. "Bufco" blower has stamped steel gears and fan case. Bronze bushings used throughout.

Forges are mounted on three strong jointed legs and will stand firmly on uneven ground. Furnished with shield.

No.	Wt. each	Each
061	36 lbs.	$43.20

One in a carton

BUFFALO

No. 210—One piece, seamless, all steel hearth. The blower has New Departure adjustable ball bearings, and one piece cast iron gear case. Gear Ratio of 47½ to 1. Supported by four heavy pipe legs widely spread at the bottom and securely fastened. Blowers are mounted so that they can be taken off readily and forge knocked down for transportation. Diameter of fan case 12-inches. Diameter of hearth 18-inches. Depth of hearth 5⅝ inches.

No. 710 same as No. 210 except blower has bronze bushings and pressed steel gear case. Furnished with shield.

No.	Wt. each	Each
210	98 lbs.	$148.00
710	79 lbs.	120.50

One in a crate

BUFFALO

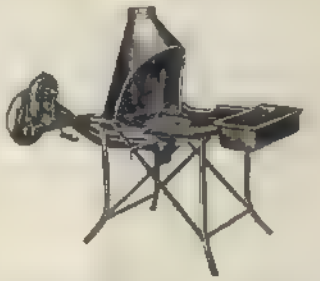


Illustration shows No. 235-H

Seamless one-piece, all-steel shallow hearths. Designed for light work of large size, the hearth is 24-inches wide by 30-inches long and 3-inches deep. Made from heavy gauge steel plate the top of the hearth is turned back to form a broad flange, strengthening the whole hearth and forming a convenient tool rest. Legs are heavy steel pipe. Diameter of fan case, 12 inches. Gear Ratio 47½ to 1. No. 235 furnished with shield

Water tank furnished only on specification and at extra charge.

No. 235-H—same as No. 235 except furnished with half-hood.

No.	Wt. each	Each
235	144 lbs.	$173.00
235-H	150 lbs.	190.00

Loose

BLACKSMITHS' BLOWERS

CHAMPION

Ball-bearing. Patent direct drive, high speed spiral gearing, with Whirlwind blast, anti-clinker, Tuyere iron and piping complete. All working parts are made from the best tool steel and phosphor bronze, enclosed in an oil-tight casing. The blast is produced by turning the crank in either direction. 12-inch diameter fan.

No.	Wt. each	Each
400	150 lbs.	$159.50

Whirlwind Tuyere irons only....$43.00

One in a crate

NOTE: Allowance for Tuyere irons when blowers are sold without Tuyere irons.

BLACKSMITHS' BLOWERS

BUFFALO

One-piece cast-iron gear-case with removable cover keeps gears in permanent alignment and makes inspection easy. The helical pinion is cut from the steel fan shaft, and not only guarantees quiet operation, but also adds strength to the entire gear assembly. Gear Ratio 47½ to 1, mounted on four steel pipe legs

An eccentric main bearing permits wear to be taken up by easy adjustment on the shaft end. End thrust on shaft is taken up by adjustable ball bearing. Supplied with Vulcan Tuyere Iron and two 19 inch lengths of 3-in. pipe and elbow. Diameter fan, 12 inches.

No.	Wt. each	Each
200-L	109 lbs.	$148.00

One in a crate

CHAMPION ELECTRIC

One fire, variable speed, steel pressure. For all kinds of general blacksmith work. The blower is furnished with a Universal motor wound for both alternating and direct current. Regulator with attachment cord and plug to fit any light socket. Fan, 6 inches in diameter; outlet for 3-inch pipe; base, 7x9 inches.

No.	Wt. each	Each
50	70 lbs.	$182.00

One in a case

BLACKSMITHS' BLOWERS

BUFFALO ELECTRIC

These small forge blowers are also used on small furnaces, church organs, etc. Motor is variable speed, ball bearing and is supplied with several feet of wire, plug and six-speed regulator. 110 Volt. 60 Cycle, 2600 R.P.M. Total height 14 inches. Outlet diameter, 3 inches.

No.	Wt. each	Each
2-E	35 lbs	$180.00

One in a carton

DRILLS

CHAMPION BLACKSMITHS' POST

Ball-bearing, low priced, light weight with moderate capacity. Has adjustable one-piece, slotted table which can be raised or lowered 7 inches. Flywheel 6¼ inches in diameter with 1¾-inch face grooved to take V belt. Drills to center of 8-inch circle. Spindle, ⅞ inch in diameter. Takes 11/32-inch straight shank drills. Greatest distance from table to spindle, 8 inches.

No.	Wt. each	Each
108	29 lbs	$29.20

One in a carton

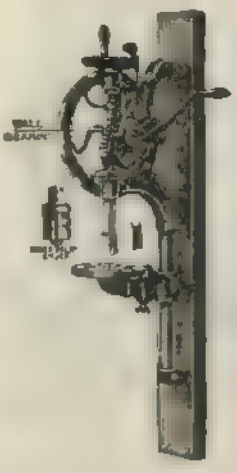
DRILLS

CHAMPION BLACKSMITHS' POST

Ball-bearing, automatic self feed, back geared, slotted lathe turned table Drills to center of 12-inch circle. Spindle, ⅞ inch diameter. Takes drills with 11/32-inch straight shank, ⅛ to ¾-inch. Greatest distance table to spindle, 8¾ inches.

No.	Wt. each	Each
103	60 lbs	$47.60

One in a crate



Ball-bearing, automatic self feed, back geared, slotted lathe turned table. Will drill to the center of a 12-inch circle. Spindle, ⅞ inch in diameter. Takes drills 11/32 inch straight shank, ⅛ to ¾ inch. Greatest distance, table to spindle, 8¾ inches.

No.	Wt. each	Each
101	80 lbs	$58.60

One in a crate

CHAMPION BLACKSMITHS' POST

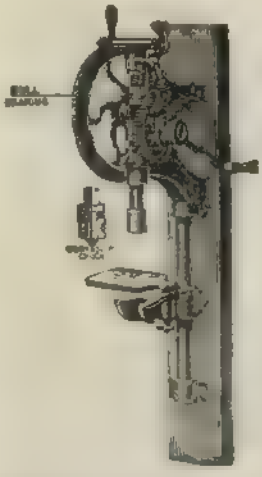
Ball-bearing, back geared self feed, slotted lathe turn table. Flat faced flywheel, 14x1½ inches, can be used for belt power. Machine finished gears, giving spindle speed 2½ turns to one turn of crank.

Drills to center of 12-inch circle. Spindle, ⅞ inch diameter. Has up and down run of 3 inches. Greatest distance from table to spindle, 8¾ inches.

Adjustable three-jaw chuck, holding 0 to ½ inch straight shank drills.

No.	Wt. each	Each
1000	60 lbs	$53.20

One in a crate



Ball-bearing, automatic self feed, full back geared, slotted lathe turned table. Will drill to the center of a 14½-inch circle. Bearings are all ground from solid metal. Spindle, 1⅛-inches in diameter. Takes drills 11/32-inch straight shank, ⅛ to 1-inch. Greatest distance, table to spindle, 10-inches.

No.	Wt. each	Each
90	100 lbs.	$82.40

One in a crate

DRILLS

BUFFALO BLACKSMITHS' POST

Shafts and spindle are steel, machined and fitted, bearings bored and reamed in solid metal of frame. Two speeds are obtained by shifting crank from front to rear gear. Two feeds — Hand and Automatic. A square-slotted adjustable table is supplied Fitted with chuck for ½" shank drills.

No. 616-A tight and loose pulleys 6x2¾ inches for belts are furnished.

Drills to center of circle, ins.	16
Spindle diam., in	1⅛
Run of table, in.	10½
Drills holes up to, in.	1¼
Run of feed, in.	3½
Length overall, in.	38

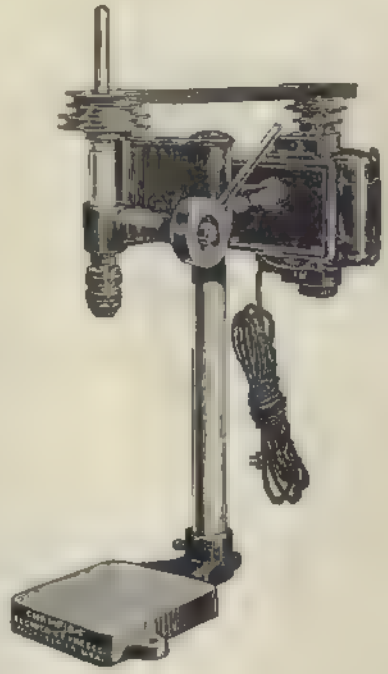
No.	Wt. each	Each
616	115 lbs.	$100.00

Cast iron frame mounted on a post, fitted steel shaft and spindle. Drill has both hand and adjustable three speed automatic feeds, adjustable slotted table is furnished. Fitted with chuck for ½-inch shank drills.

Drills to center of circle, in.	14
Spindle diameter, in.	1
Run of table, in.	11¾
Drills holes up to, in	1¼
Run of feed, in.	3½
Length overall, in	38

No.	Wt. each	Each
614-R	95 lbs.	$88.00

CHAMPION ELECTRIC BENCH



A drill sold at a very low price, yet does a wide range of work within the capacity found on so many higher priced drills. Has a positive grip adjustable ½ inch chuck, three speeds, 3450, 1725, 860. Graduated quill with its drilling head adjustable to any height desired. Motor base adjustable to properly tighten the belt.

Specifications:

Height overall, 27 inches.

Drills to center of 12-inch circle.

Diameter of spindle, ⅝ inch.

Greatest distance from base to chuck, 11¾ inches.

Spindle travel, 2½ inches.

Capacity, ½ inch.

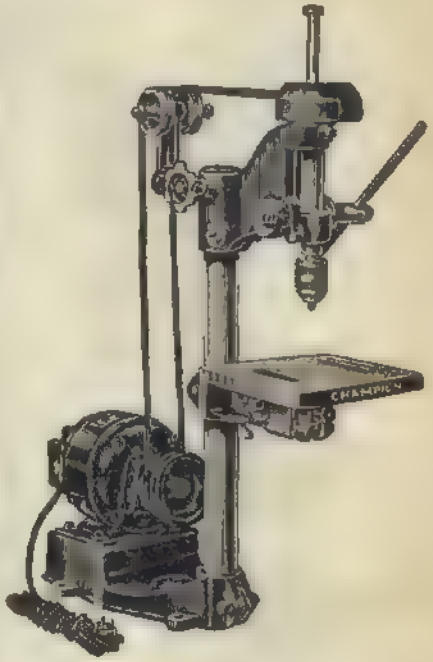
Base size, 7x6 inches.

V-belt and motor pulley are included —less motor.

No.	Wt. each	Each
1100	75 lbs.	$38.00

For motors use ½ horsepower.

See catalogue, page 2281.



A quality drill whose performance compares favorably with drills costing many times more. Table can be tilted both directions, and raised up and down, or swung around. Spindle has six speeds, 1150, 1750, 1600, 1270, 1000, 780 and an automatic depth collar quill is graduated. Drill furnished with positive grip adjustable ½ inch chuck.

Specifications:

Height overall, 32½ inches.

Drills to center of 12-inch circle.

Diameter of spindle, ⅝ inch.

Greatest distance table to chuck, 11 inches.

Greatest distance base to chuck, 14½ inches.

Spindle travel, 3 inches.

Capacity, ½ inch.

Table travel, 11 inches.

Table size, 8x8 inches.

V-belt and motor pulley are included —less motor.

No.	Wt. each	Each
1250	100 lbs.	$42.00

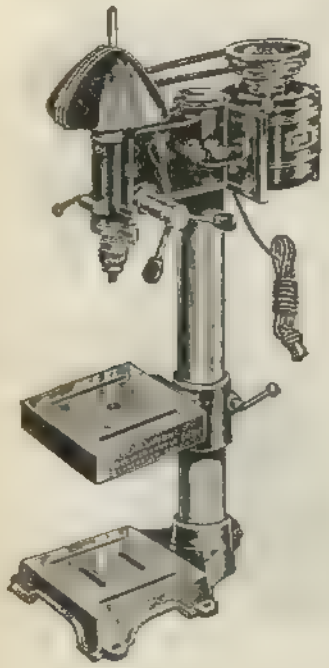
For motors use ½ horsepower.

See catalogue, page 2281.

All above, one in a crate

DRILLS

CHAMPION ELECTRIC BENCH



With geared adjustable chuck, ½ inch capacity. Ball-bearing throughout, for metal or wood work, for drilling, routing, carving; can be used as wood shaper; also as mortiser and sander with extra attachments. Base height, 38 inches. Base, 16x11 inches with column 2¾ inches diameter. Drills to center of 16-inch circle. The spindle has up and down travel of 4 inches. The spindle is full ball-bearing. Graduated depth gauge equipped with automatic stop. Table is 10x10 inches and can be tilted to any angle, and locked and levelled in any position. Table and base are slotted for bolting on. Greatest distance from chuck to base is 16 inches. Machined surface of base is 10x10 inches. Spindle is equipped with ½ inch geared three-jaw adjustable chuck. The head of the drill can be reversed and table placed above the reverse spindle, which permits the spindle to project through the center hole in the table, making it a first class shaper. The head of the drill can be swung around giving the user the advantage of a radical drill press.

Capacity, ½ inch in iron.

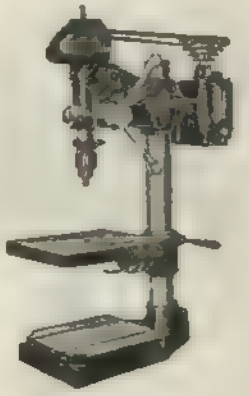
Spindle speeds, 5100, 2800, 1600, 950 and 450 R.P.M.

V-belt and motor pulley are included —less motor.

No.	Wt. each	Each
1500	175 lbs.	$242.50

One in a crate

BUFFALO ELECTRIC BENCH



Equipped with ¼ H.P. motor of five speeds to embody all requirements of high and low speed drilling with small and large diameter drills. Motor bracket set so belt can run from one pair of steps to the next without changing adjustment. Pulleys designed to carry full overload of the motor with belt at convenient tension.

Working surface of base, inches	10x10
Working surface of table, inches	10x11
Spindle—Least diameter, inches	⅝
Column, diameter inches	2¾
Height, Spindle raised inches	37½
Chuck nose to table, Max. ins.	11
Chuck nose to base, Max. ins.	17
Feed travel, inches	4
Capacity, in cast iron, inches	½
Motor H.P. Recommended	¼

Spindle Speeds

3450 R.P.M. Motor	1840
1750 R.P.M. Motor	920
1450 R.P.M. Motor	760
1140 R.P.M. Motor	600

No.	Wt. each	Each
15	118 lbs.	$197.00

Drill crated

Motor in carton

CHAMPION ELECTRIC FLOOR

A high-grade full ball-bearing production drill up to 1 inch capacity. A stocky direct V-belt drill, has six speeds, taking a large range of work. Table raises and lowers with crank, all gears being enclosed. Table tilts to any angle up to 45 degrees and can be swung out of the way. Drillhead is clamped to ground column, can be raised or lowered or swung completely around. Table has four slots and base two T-slots. Depth gauge for drilling can be set to drill any depth up to 5 inches. Spindle is graduated in $\frac{1}{16}$ths inch, and is bored for No. 3 Morse Taper Shank Bits.

Specifications: Height, 68 inches; six speeds, 340, 620, 1170, 1750, 2365, 3080 R.P.M. with 1750 R.P.M. motor. Distance spindle to table, 27 inches; distance spindle to base, 43¾ inches; distance from column to center spindle, 10½ inches; size of table, 14½x12¼ inches; table raises and lowers 18 inches. Diameter of spindle, ⅞ inch. Traverse of spindle, 5 inches. Diameter of column, 3½ inches. Machined base, 15¼x 12¼ inches. Base overall, 28x16½ inches.

No.		Wt. each	Each
2000	Less Motor	525 lbs.	$300.00
	With ½ h.p. Motor	595 lbs.	380.00
	With 1 h.p. Motor	625 lbs.	420.00

One in a crate

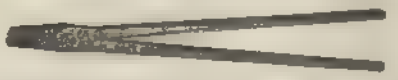
BLACKSMITHS' TONGS

CURVED LIP BOLT

For holding bolts and round iron

No.	Holds iron	Length	Wt. each	Each
70	¼ in.	18 in.	2½ lbs	$4.20
	⅜ in.	20 in.	2½ lbs	4.20
	½ in.	20 in.	2½ lbs.	4.20
	⅝ in.	22 in.	3 lbs.	4.40
	¾ in.	22 in.	3 lbs.	4.40
	⅞ in.	24 in.	3¼ lbs.	4.60
	1 in.	24 in.	3¼ lbs.	4.60

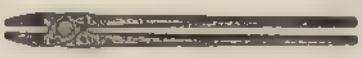
STRAIGHT LIP



Drop forged, solid steel, oil finished. For general blacksmith work.

No.	Length	Wt. each	Each
60	18 in.	2¾ lbs.	$3.80
	24 in.	3¼ lbs	4.20

HORSESHOERS'



Drop forged, solid steel, oil finished. Recessed jaws—for forging.

No.	Length	Wt. each	Each
00	16 in.	1½ lbs.	$3.75

PICK

No.	Length	Wt. each	Each
100	24 in.	3¼ lbs.	$4.90

DOUBLE PICK UP

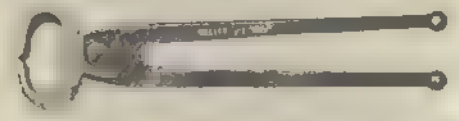
For picking up hot irons.

No.	Length	Wt. each	Each
90	24 in.	3¼ lbs.	$4.60

All above, loose

FARRIERS' PINCERS

HELLER



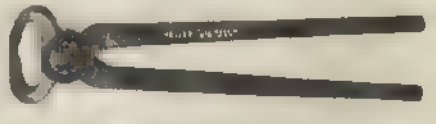
Cast steel, oil finish, polished jaws.

No.	Length	Wt. per doz.	Per doz.
20	14 in.	36 lbs.	$54.00

One-quarter dozen in a box

FARRIERS' CUTTING NIPPERS

HELLER STANDARD



Cast steel, full polished.

No	Length	Wt. per doz.	Per doz
24-A	12 in.	20 lbs.	$64.80
24	14 in.	28 lbs.	75.70

One-half dozen in a box

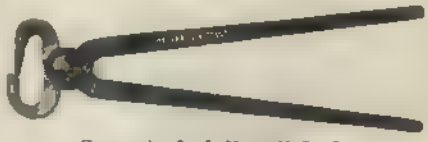
HELLER "LIGHT"

Cast steel, full polished, lightest for its strength, strongest for its weight.

No.	Length	Wt. per doz.	Per doz
25	15 in.	23 lbs.	$79.20

One-half dozen in a box

HELLER HOOF PARERS



Cast steel, full polished.

No.	Length	Wt. per doz.	Per doz.
23-A	12 in.	20 lbs.	$73.20
23	14 in.	28 lbs	78.00

One-half dozen in a box

FARRIERS' KNIVES

HELLER

Two-piece, cast iron handle; fine quality crucible polished steel blade, ground to a sharp edge, with curved end. ⅝ inch blade.

No.	Size	Wt. per doz.	Per doz.
5258	⅝ in.	6 lbs.	$19.20

One dozen in a carton

BOLT CUTTERS

PORTER

CLIPPER CUT STYLE

Clipper Cut tools are designed for close cutting such as clipping of bolts, and for all around work in softer metals. It is not recommended for reinforcing rod, tempered wire, cold drawn alloy bars, or hardened materials of any kind. NOTE: No. 4-AR is known as the Allen Randall Cutters.

No.	Length	Cuts bolts up to	Wt. each	Each
14-OK	14 in.	¼ in.	2½ lbs.	Δ$ 8.25
0-NE	18 in.	1/16 in.	3 lbs.	Δ 9.25
1-NE	24 in.	⅜ in.	5¾ lbs.	Δ 11.25
2-NE	30 in.	½ in.	8¾ lbs.	Δ 14.00
3-NE	36 in.	⅝ in.	12½ lbs.	Δ 18.50
4-AR	42 in.	¾ in.	18½ lbs.	Δ 24.75

EXTRA JAWS

No.	14	0	1
Per pair	Δ$4.40	Δ$4.80	Δ$5.70

No.	2	3	4
Per pair	Δ$7.40	Δ$9.40	Δ$11.40

CENTER CUT STYLE

Round cutting edge is in the middle of the blade between two equal bevels. Not suited for flush cutting. Here the requirement is not for close cutting, but for strength to cut the toughest known kinds of steel. Cutting edges are special alloy steel, harder than the Clipper Cut type, and are suitable for cutting materials up to 300 Brinell hardness.

No.	Length	Cuts bolts up to	Wt. each	Each
3NE-CC	36 in.	⅝ in.	12½ lbs.	Δ$18.50
4AR-CC	42 in.	¾ in.	17¾ lbs.	Δ 24.75

EXTRA JAWS

No. 3NE-CC . . . . . Δ$ 9.40
No. 4AR-CC . . . . . Δ 11.10

Δ Factory Lists

All above, loose

DRUM UP BIGGER BUSINESS WITH

PLASCO TOYS

ALICE IN WONDERLAND Hand-Decorated TEA-TIME* SETS

LITTLE HOMEMAKER* FURNITURE SETS

MOVABLE DOLLS

ACTION TOYS

SEE THE COMPLETE PLASCO LINE AT THE N. Y. TOY FAIR
Hotel McAlpin, Rooms 1090 and 1091
or at Plasco's N. Y. Showrooms, Empire State Building

A PLASCO TOY

PLASTIC ART TOY CORP. OF AMERICA E. RUTHERFORD, N. J.

*All trade marks reg. U. S. Off.

TO PREVIEW THE PLASCO PARADE . . . SEE NEXT PAGE

SELLING IS A TEA PARTY with—
PLASCO'S
Hand
Bambi Linn
Young star of Eva LeGallienne's hit production 'Alice in Wonderland'
Masterpieces in Plastic Toys

ALICE IN WONDERLAND TEA-TIME* SETS

Decorated to Enchant Little Hostesses

Pretty pastels . . . hand-painted on dishes and "silverware", styled so realistically they look like miniatures of Mommy's set. Best of all, each piece is decorated with fabulous story-book characters - right out of Lewis Carroll's immortal *Alice in Wonderland*. There's the Queen, Mad Hatter, Cheshire Cat, Tweedle-Dee, Dodo, March Hare, and Alice herself. All in washable, durable plastic.

Sets in various sizes—each in colorful box that forms an effective 3-dimensional display. See them in Plasco's Toy Fair Exhibit.

VISIT PLASCO AT THE N. Y. TOY FAIR
HOTEL McALPIN, Rooms 1090 and 1091
or at Plasco's N. Y. Showrooms, Empire State Building

*All trade marks reg. U. S. Pat. Off.

FOR MORE PLASCO TOYS THAT SPEED TURNOVER...PLEASE TURN PAGE

PLASTIC ART TOY CORP. OF AMERICA E RUTHERFORD, N. J.

Have the Biggest "Little Furniture" Show in Town!

PLASCO

7-pc. Bedroom Set
Twin Beds
Night Table
Highboy
Dresser with Mirror
Vanity with Mirror
Vanity Chair

★

6-pc. Bathroom Set
Bathtub
Vanity with Mirror
Hamper
Wash Bowl
Toilet
Chair

★

7-pc. Living Room with Television Set
Fireplace
Sofa
Club Chair
Wing Chair
Grandfather's Clock
Television Set with Rotating Screen
Coffee Table

★

9-pc. Dining Room Set
Buffet
Breakfront
Dining Table
2 Console Tables
2 Arm Chairs
2 Straight Chairs

■

11-pc. Kitchen Set
Refrigerator
Breakfast Bar
2 Cabinets
Sink
Stove
Table
4 Chairs

■

6-pc. Nursery Set
Crib with Mattress
Doll's Bath
Night Table
Highboy
Chair
Doll

★

8-pc. Garden Set
Sun Lounge
Refreshment Table
Fountain
Umbrella Table
4 Chairs

Also available in individual pieces

Masterpieces in Plastic Toys

Little Homemaker Furniture

How little misses (and mothers, too) thrill to the decorator detailing in Plasco's tiny toy pieces! They love the authentic styling . . . 'wood grain' finishes . . . fine cabinet-maker touches . . . sturdy construction in Plasco's gleaming, smoothly finished plastic furnishings.

Promote Little Homemaker furniture for every room. Available in individual pieces or in gaily packaged rooms. There's *extra* sales appeal in Little Homemaker packaging—cleverly designed to set up into a modern two-wall playroom, complete with wall decorations.

SEE LITTLE HOMEMAKER ROOMS AT THE PLASCO EXHIBIT

N. Y. Toy Fair, Hotel McAlpin, Rooms 1090 and 1091

or at Plasco's N. Y. Showrooms, Empire State Building

*All trade marks reg. U. S. Pat. Off.

AND FOR THE NEWEST IDEAS IN TOYS THAT MOVE....TURN PAGE

ACTION THAT SELLS TOYS

PLASCO

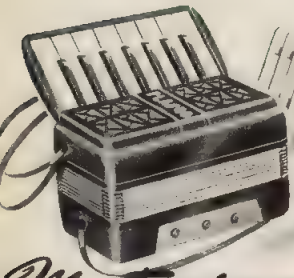
BABY DOLL 7½" tall with moving head, arms and legs. May be made to sit, stand, walk. Painted eyes, lips, diaper. Washable, durable plastic.

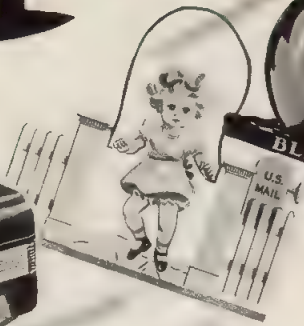
BABY DOLL 8" tall with moving arms. Painted eyes, lips, and diaper. Washable, durable plastic.

PIANO ACCORDION Accurately tuned, plays individual notes, chords, and simple songs. One full octave. Plastic case with metal musical reeds and leather straps.

ROPE-JUMPING DOLL Winding key makes doll jump rope. Doll has movable legs, painted eyes, lips, and dress. All parts durable plastic, except rope and spring motor.

"BLINKY" OWL BANK eyelids actually blink when coin is inserted. Takes pennies, nickels, dimes, quarters. Colorfully decorated.





SEE THE COMPLETE PLAS
LINE AT THE N. Y. TOY F

Hotel McAlpin, Rooms 1090 and
or at PLASCO'S N. Y. Showroo
Empire State Building

Masterpieces in Plastic Toys

A PLASCO TOY

PLASTIC ART TOY CORP. OF AMERICA E. RUTHERFORD, N. J.

*All trade marks reg. U. S.

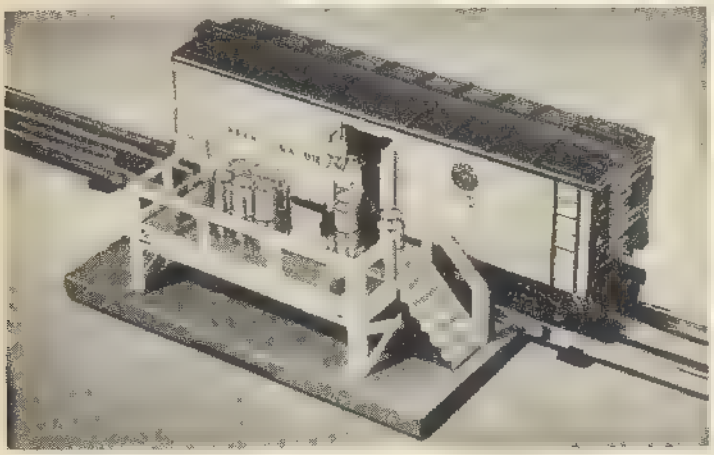
LIONEL ELECTRIC TRAIN ACCESSORIES

ELECTRICALLY OPERATED CARS

For "O" and "027" Gauge

All Lionel "027" and "O" gauge rolling stock uncouples at the pressure of a remote control button. Cars are equipped with real railroad-type automatic Knuckle Couplers—a feature exclusive with Lionel.

OPERATING MILK CAR WITH PLATFORM

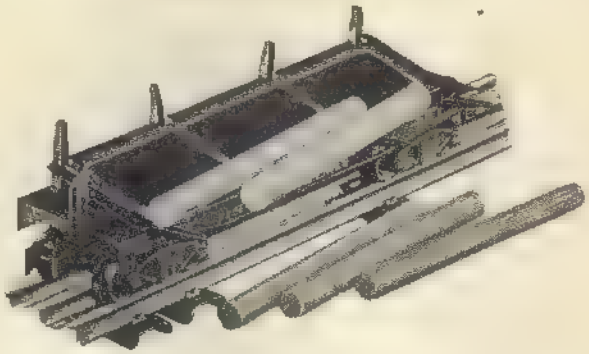


One of the most remarkable automatic cars ever made. Eight miniature milk cans load through a roof hatch and, at each touch of the remote control button door opens and milkman pops out to deliver a milk can to platform. Car is handsomely finished in white enamel and has complete detailing. Platform is of heavy gauge steel.

Each

No. 3462—Car 9 in long ..... $ ....

OPERATING LUMBER CAR

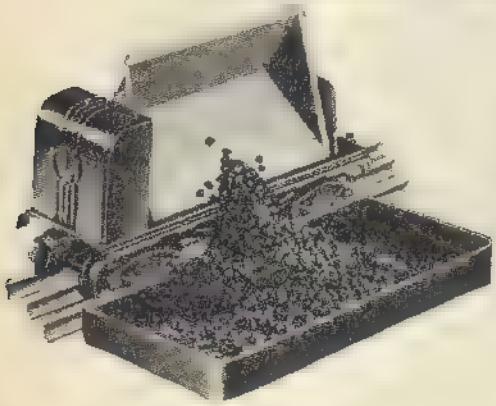


Completely automatic. By remote control uprights swing down and load of lumber tumbles into a bin placed beside the track.

Each

No. 3451—Car 9½ in. long ..... $ ....

OPERATING DUMP CAR

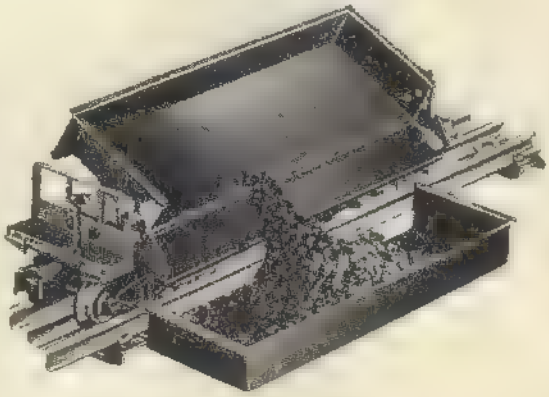


Artificial coal unloads by remote control. Operating mechanism is located in housing at rear of car. Bin and sack of artificial coal included.

Each

No. 3559—Car 7½ in. long ..... $

OPERATING COAL OR ORE DUMP CAR



Realistic, super-detailed car which operates at a touch of the remote control button. When panel button is pressed, body tilts, sides lower and cargo of coal or ore slides out into bin.

Each

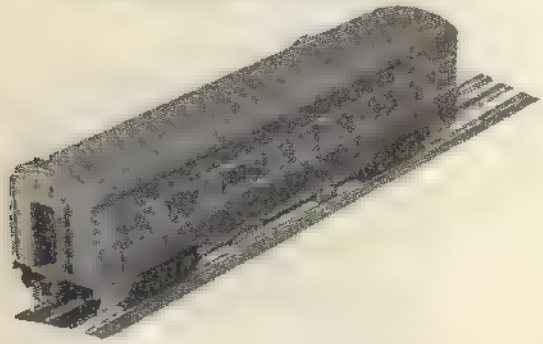
No. 3459—Car 9½ in. long ..... $ ....

SCALED DETAILED CARS

For "O" and "027" Gauge

Accurately engineered with precision detailing. Each Car is an exact replica in miniature of the real thing. Each car has the exclusive Lionel Remote Control; real railroad-type Knuckle Couplers. Wheels are solid steel. Truck sides and journal boxes are die cast.

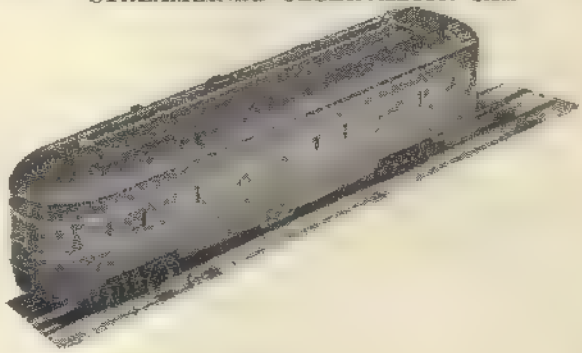
STREAMLINED PULLMAN CAR



Each

No. 2400—Car 11¾ in. long ..... $.....

STREAMLINED OBSERVATION CAR



Each

No. 2401—Car 11½ in. long ..... $.....

All above, one in a carton.

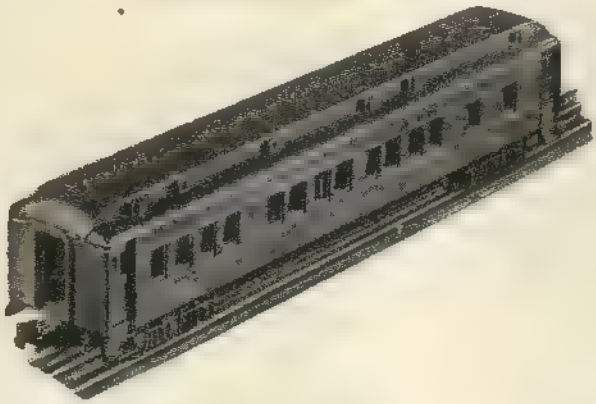
LIONEL ELECTRIC TRAIN ACCESSORIES

SCALE DETAILED CARS

For "O" and "027" Gauge

Accurately engineered and with precision detailing. Each car is an exact replica, in miniature of the real thing. Each car has the exclusive Lionel Remote Control real railroad-type Knuckle Couplers. Wheels are solid steel. Truck sides and journal boxes are die cast.

ILLUMINATED PULLMAN CAR

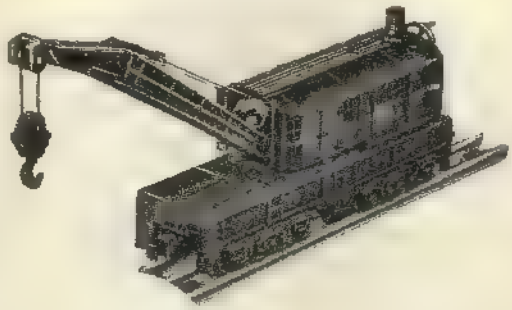


Length car 14¼ in.

Each

No. 2625—Car lettered "Irvington" .... $.. .
No. 2627—Car lettered "Madison" ....
No. 2628—Car lettered "Manhattan" .. ..

OPERATING CRANE CAR



Hand operated wheels raise and lower boom, control block and tackle. Cab revolves. Six wheel trucks; minutely detailed boom and frame.

Each

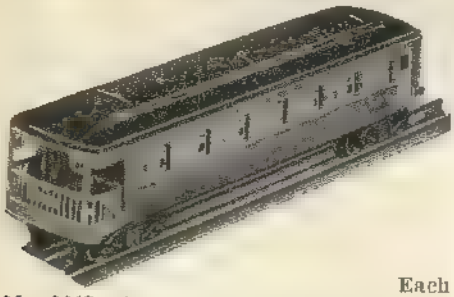
No. 2460—Car 8⅜ in. long ....$.....

ILLUMINATED PULLMAN CAR

Each

No. 2442—Car 10½ in. long ..... $.....

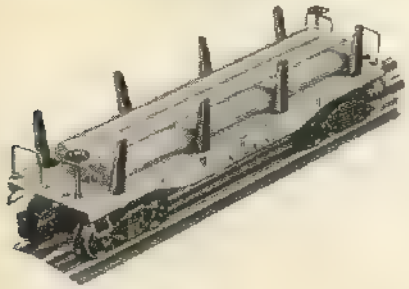
ILLUMINATED OBSERVATION CAR



Each

No. 2443—Car 10 in. long .. .. ..$.....

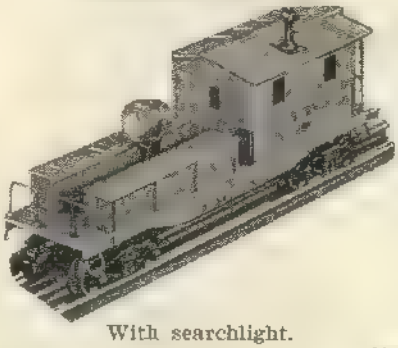
FLAT CAR



Each

No. 2411—Car 9 in. long ..... $. ...

WRECKER CABOOSE

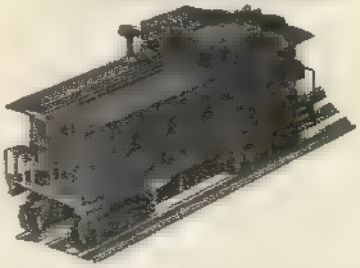


With searchlight.

Each

No. 2420—Car 9⅜ in. long ... ... $ ...

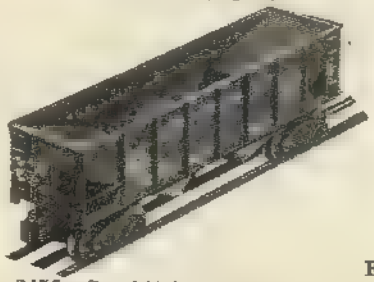
ILLUMINATED CABOOSE



Each

No. 2357—Car 7¼ in. long . ... $.....

HOPPER CAR



Each

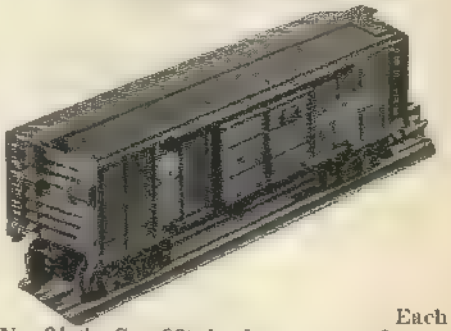
No. 2456—Car 9½ in. long ... .$.....

GONDOLA CAR

Each

No. 2452—Car 9¼ in. long ... ..$.....

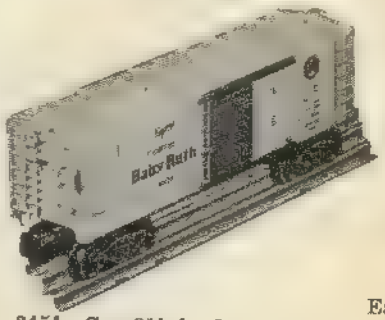
AUTOMOBILE CAR



Each

No. 2458—Car 9¾ in. long .....$.....

BOX CAR



Each

No. 2454—Car 9¼ in. long . ...$.....

All above, one in a carton.

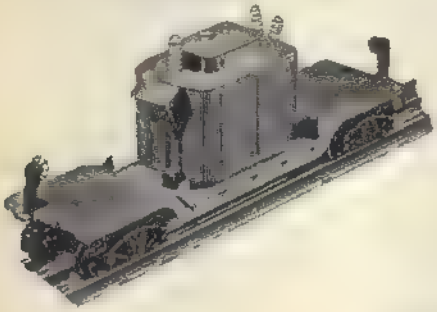
LIONEL ELECTRIC TRAIN ACCESSORIES

SCALE DETAILED CARS

For "O" and "O27" Gauge

Accurately engineered and with precision detailing. Each car is an exact replica, in miniature of the real thing. Each car has the exclusive Lionel Remote Control real railroad-type Knuckle Couplers. Wheels are solid steel, Truck sides and journal boxes are die cast.

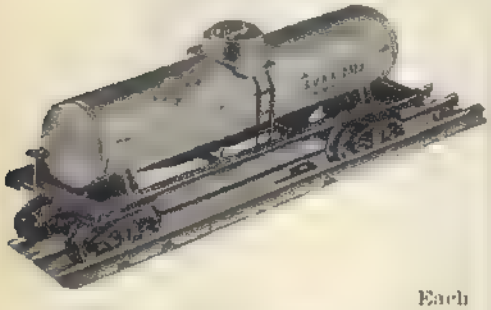
TRANSFORMER CAR



Each

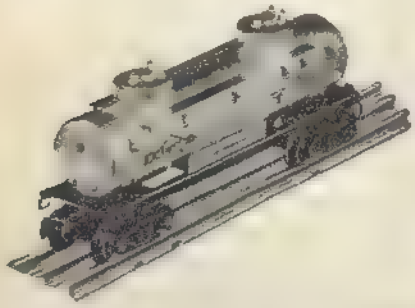
No. 2461—Car 10 in. long .....$.....

OIL CAR



Each

No. 2555—Car 10¼ in. long . . .$. . .



Each

No. 2465—Car 9 in. long ... .$ ....

All above, one in a carton.

LOCKONS

Provides perfect contact for wires leading to transformer or accessories.

Each

No. CTC—For "O" or "O27" gauge track .. ..$

Open stock.

ILLUMINATED BUMPERS

For use at end of track

Each

No. 26—For "O" or "O27" gauge track .....$.....

One in a carton

CURVED AND STRAIGHT TRACK

Doubled, turned-back flanges on running rails make track extra strong and rugged. Three steel pins at one end of each section insure perfect current connection and tight fit with adjoining section.

"O" Gauge

Per length

No. OC—Curved track, 10⅞ in. long $.
No. OS—Straight track, 10 in. long . . ..
No. ½OC—Half section curved track ....
No. ½OS—Half section straight track ....

Per dozen

No. OC-18—Steel pins .... .. $.
No. O11-11—Fibre pins ... .

100 full lengths in a carton

Running rails on each track section are made with doubled flanges to insure long life and help guard against warping. All ties are oxidized black to give them a real railroad appearance. Third rail is insulated from running rails by oversized insulators.

"O27" Gauge

Per length

No. 1013—Curved track, 9½ in. long $.
No. 1018—Straight track 8¾ in. long ... .

Per dozen

No. 1013-17—Steel pins .... .. $..
No. 313-82—Fibre pins ....

100 lengths in a carton.

CROSSOVERS

Cross rails are mounted on an ornamental steel base. Solid bakelite block prevents short circuits.

90 Degree

Each

No. 020—For "O" gauge track ... $....
No. 1021—For "O27" gauge track ..

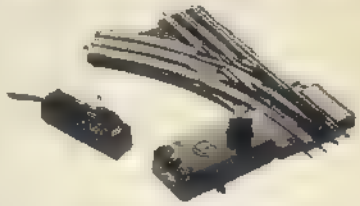
45 Degree

Each

No. 020X—For "O" gauge track ...$....

One in a carton.

REMOTE CONTROL SWITCHES



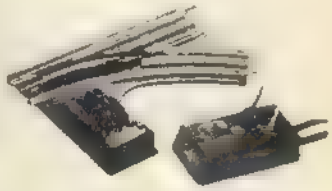
For "O" Gauge Track

Non-derailing—an ingenious device automatically throws swivel rail on open switch preventing accidents. Colored lights indicate position of swivel rail. Complete with switch controller and connecting cable.

Per pair

No. 022—One right and one left hand switch; "O" gauge ....$.....

One pair in a carton.



For "O27" Gauge Track

Similar to above in operation but built for use with "O27" gauge track. Switch controller contains two realistic levers; switch rails operates with quick action on low voltage. Complete with switch controller and connecting cable.

Per pair

No. 1121—One right and one left hand switch, "O27" gauge ... $.....

One pair in a carton.

MANUAL SWITCHES

For "O" Gauge Track

Heavy base lock rails securely in position. Lever on control unit turns swivel rail and signal lamp simultaneously.

Per pair

No. 042—One right and one left hand switch ....$.....

One pair in a carton.

For "O27" Gauge Track

Similar to above in operation but built for use with "O27" gauge track.

Per pair

No. 1024—One right and one left hand switch ....$ . ..

One pair in a carton.

REMOTE CONTROL TRACK SET

Makes it possible to uncouple or unload cars by remote control.

Each

No. UCS—For "O" gauge track ...$.....
No. 6019—For "O27" gauge track . .. ..

One in a carton

LIONEL ELECTRIC TRAIN ACCESSORIES

"TRAINMASTER" TRANSFORMERS

Equipped with extraordinary speed control throttles. This multi-control transformer has two built-in reversing buttons and two whistle control buttons, for the simultaneous operation of two trains on the same track layout. Dual speed control throttles enable operator to run two trains at the same time

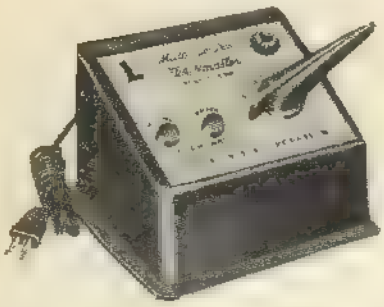
Has four output circuits, each independently controllable, plus a built in, automatic circuit breaker. Current over-load and power-on are indicated by red and green pilot lights. Handsome durable bakelite case.

Each

No. ZW—250 watts, 115 volts A.C., 50-60 cycles; wt. each 14 lbs. .$.....

No. VW -150 watts, 115 volts A.C., 50-60 cycles; wt. each 12 lbs. . .....

One in a carton



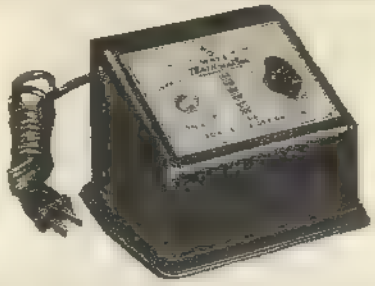
Multi-control transformer with variable voltage speed control throttle. Has built-in whistle control and reversing button. Two variable voltage ranges, one high and one low. Heavy gauge steel case.

Each

No. RW—110 watts, 115 volts A.C., 60 cycles; wt. each 6 lbs. .....$.....

One in a carton

"TRAINMASTER" TRANSFORMERS



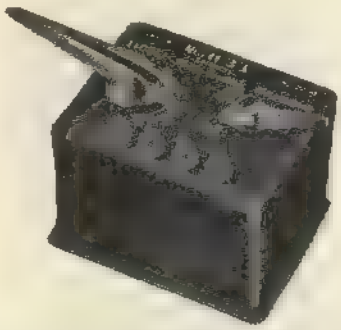
Has two continuously variable voltage ranges from 6 to 16 volts and from 14 to 24 volts. Complete with automatic, built-in circuit breaker and current overload pilot light.

Contained in a heavy gauge welded steel case, attractively finished.

Each

No. A—90 watts, 115 volts A.C. 60 cycles; wt. each 6 lbs. . .$ . . .

One in a carton.



Has speed control throttle for easy operation of train, plus a special two-position spring return lever to enable engineer to blow whistle or reverse locomotive.

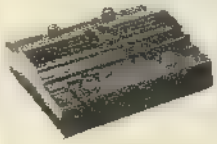
Extra sturdy bakelite case.

Each

No. 1033—80 watts, 115 volts A.C., 60 cycles; wt. each 5 lbs. . $.. .

One in a carton

WHISTLE CONTROLLERS



For use with whistling locomotives One operating button blows whistle, another controls locomotive.

Each

No. 167 -Can be used on "O" or "O27" gauge locomotives .....$ . .

One in a carton

SMOKE PELLETS

For use with all smoke locomotives illustrated in this catalog.

Per box

No. SP—50 pellets in a box .....$.

Open stock.

LOCOMOTIVE LUBRICANT

Scientifically prepared lubricant designed for Lionel locomotives.

Per tube

No. 925—Liberal size tube .....$.....

Open stock.

ILLUMINATED STATION PLATFORMS

A handsomely engineered accessory for intermediate station stops. Fence which divides platform contains four colorful billboards of the kind found in real suburban stations. Two lamps under the roof provide bright illumination.

Each

No. 156—12 in. long, 3¼ in. wide; 5⅛ in. high . ...$.....

One in a carton.

ILLUMINATED STOP STATIONS

An ingenious device concealed in interior of station automatically stops all trains, detains them for a moment and then speeds them on their way. Detailed construction, inside and outside lighting. Other features include panelled windows, clock, swinging doors and ornamental grille.

Each

No. 115—13⅝ in. long, 9¼ in. wide, 8½ in. high ....$. ..

One in a carton

LAMP POSTS

Graceful, ornamental design similar to lamp posts used in many large cities. Ivory enamel finish

Each

No. 58—7½ in. high .. . .$ ...

One in a carton.

BOULEVARD LAMPS

Fitted with an opalescent, plastic shade and ornate cap, held by screw-type finial. Shade and cap can be removed for lamp replacement.

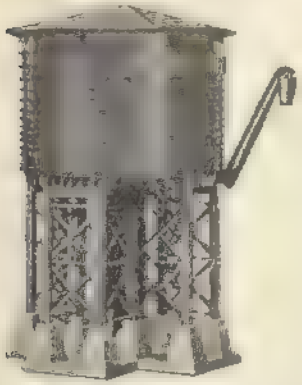
Each

No. 35—6⅛ in. high .....$.....

One in a carton.

LIONEL ELECTRIC TRAIN ACCESSORIES

WATER TOWERS



A striking realistic accessory that is a must in every train layout. Through remote control action, spout lowers over waiting tender. When control button is released spout folds back to vertical position

Each

No. 30 — Translucent polystyrene tank ..... . $.

One in a carton.

A detailed copy of the kind seen in real freight yards and terminals. Has life-like spout.

Each

No. 93—8⅝ in. high . . . ... $

One in a carton.

ILLUMINATED TRESTLES

Scaled down replica of the big steel railroad bridges that span real rivers heavy rolled steel trestle contains built-in landmark beacon light. Gusseted girder steel members are deeply embossed with accurately placed rivet heads

Each

No. 315—24½ in. long ... .$

One in a carton

PLATE GIRDER BRIDGES

Die cast, an exact, precision engineered reproduction of the kind in use on every major railroad. Can be used in multiple with striking effect.

Each

No. 314—Single span, 10 in. long .$.....

One in a carton.

SEMAPHORES

An interesting device that operates like the real semaphores on a railroad right of-way. When train nears the semaphore blade is in an upright position and the green bull's-eye glows steadily. After last car has passed, blade drops to a horizontal position and red light winks on. Action is wholly automatic. Includes contactor, bulb and connecting wires.

Each

No. 151—Semaphore .....$.....

One in a carton.

AUTOMATIC BLOCK SIGNALS

An amazing, fully automatic accessory that enables two trains to run at the same time on the same track without danger of accident. When first train enters safety block, signal flashes red, slowing or halting train that follows.

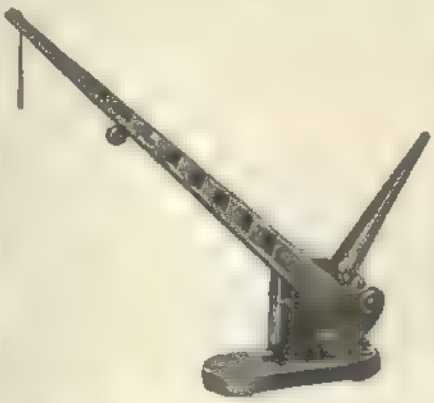
Contactor, bulbs, Lock-on, fibre pins and connecting wires included.

Each

No. 153—Automatic Block Signal ...$.....

One in a carton.

CROSSING GATES



When train approaches crossing, red warning light flashes on and gate lowers automatically, shutting off highway traffic. When last car passes, light is extinguished and the gate rises. Contactor, bulb and connecting wires are included.

Each

No. 152—10½ in. long .... $.

One in a carton.

FLASHING HIGHWAY SIGNALS

A realistic accessory, accurately modeled after real highway signals. Traffic signal flashes alternate red warning lights when train approaches. After train has gone by flashing ceases.

Bulbs, contactor and connecting wires included.

Each

No. 154—9 in high . . . $ . .

OPERATING WATCHMEN

When train approaches this tireless, grade crossing watchman waves his red flag up and down warning motorists. A clever fully automatic accessory. Stands 7 in. high. Contactor and wires included

Each

No. 1045—7 in. high ...$.....

CROSSING GATEMEN

A remarkable, highly ingenious accessory. When train approaches, door opens and gateman rushes out, swinging his red lantern. After train has passed, gateman returns to his shack and door shuts behind him. Action is automatic. Complete with bulb, contactor and connecting wires.

Each

No. 45—Crossing Gateman $.

All above, one in a carton.

YARD SETS

Realistic set of signs found on real railroad right-of-ways.

Enameled white with black lettering.

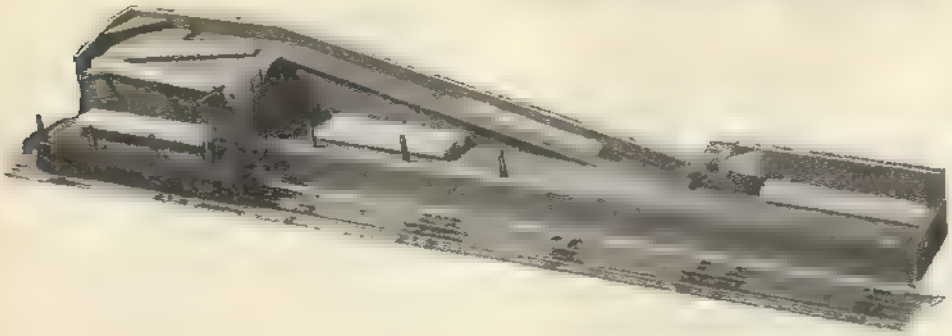
Per set

No. 308—5-piece set .....$.. ..

One set in a box

LIONEL ELECTRIC TRAIN ACCESSORIES

ELECTRIC CONVEYOR LOG LOADERS



One of the finest Lionel accessories, completely automatic in operation and of extra heavy all steel construction

Logs are unloaded into bin and carried to upper platform on a new-type endless belt where they are emptied by remote control into the lumber car standing in readiness.

Entire operation completed on same track—needs for sidings eliminated.

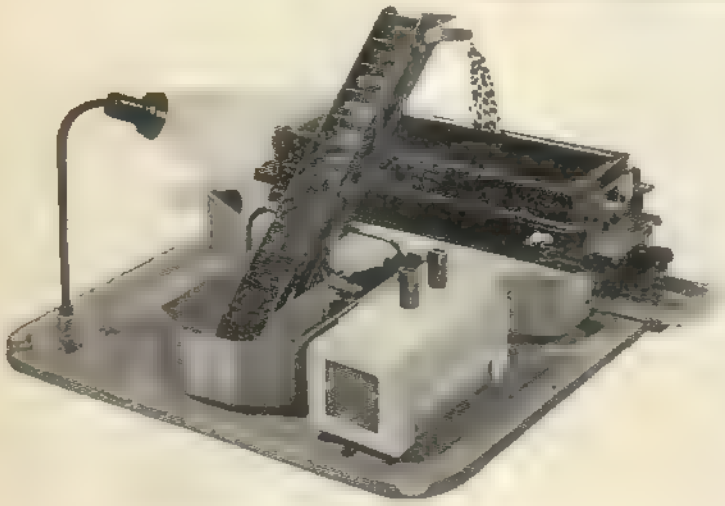
Conveyor belt has automatic take-up keeping taut at all times. Illuminated red-green signal lamp

Each

No. 364—Conveyor Lumber Loader ..... $.

One in a carton.

ELECERIC DIESEL-TYPE COAL LOADERS



One of the most unusual accessories ever created. Coal can be loaded and unloaded from same track by remote control. Switches, siding, extra track, etc., are unnecessary.

Powerful floodlight provides illumination. When coal is dumped from car, it is fed to conveyor by means of an ingenious vibrating motion. Rubber buckets on an all rubber, endless belt pick up coal and carry it to the top from which point it tips into the waiting car

Motor is encased in accurately designed Diesel-type housing. Heavy cast base.

Each

No. 397—Diesel-type Coal Loader .....$.....

One in a carton.

ELECTRIC COAL ELEVATORS

An exciting accessory which permits coal cars to be loaded by remote control. A series of buckets on an endless chain scoops up artificial coal deposited in the well. Automatically, the chain conveyor lifts the tiny baskets to the top of the bunker where their contents are tipped into the loft. Then, at the touch of a button, the gate opens and coal pours down the chute into the waiting car.

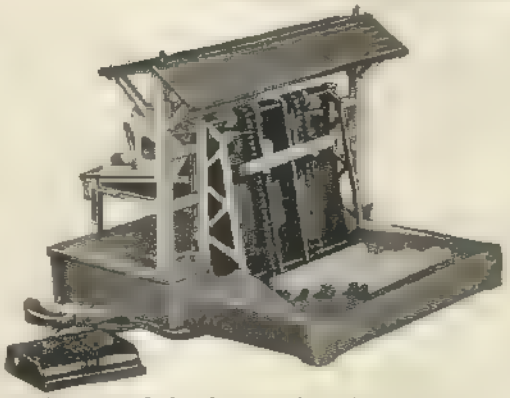
Remote control unit provides a knob to operate the endless chain and a push button to open the chute gate. Artificial coal included. Height 12 inches.

Each

No. 97 -Electric Coal Elevator .... $.

One in a carton.

ELECTRIC LOG LOADERS



One of the most exciting Lionel accessories ever created, this automatic Log Loader will make your miniature freight yards a beehive of activity. After lumber cars have unloaded their logs into the trough, hooks on a revolving chain carry logs up to the elevated loading platform. When control button is pressed, lumber tumbles into a car which is standing in readiness on the siding

With each Log Loader, the control unit contains a knob to operate the electric motor that revolves the endless chain, and a button, to release logs from loading platform. Action is simple and realistic.

Load of logs, plus necessary connecting wire included. Dimensions: 9 in. high, 11¼ in. wide and 10¾ in. long.

Each

No. 164—Electric Log Loader .. .. $ ...

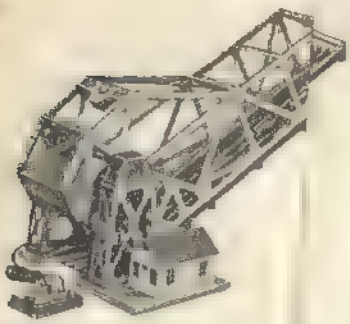
One in a carton.

NOTE

All Accessories Shown On This Page will Operate Equally Well With "027" or "O" Gauge Trains

LIONEL ELECTRIC TRAIN ACCESSORIES

BASCULE BRIDGES



One of the most popular accessories ever manufactured. When remote control button is pressed, the bridge slowly lifts open halting the approaching train. After a few seconds, bridge lowers and train is automatically started up to continue its trip.

Bridge is constructed of heavy gauge steel with deeply embossed rivets, plates and other structural details. Motor is enclosed in bridge tender's shed. A steel aligning frame is provided in order that bridge can be used on even floor level without the need of grade approaches and allows bridge to span actual model gulf or chasm.

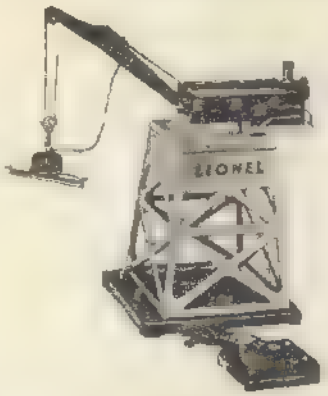
Can be used with either "2" or "O" gauge trains. Dimensions: 21½ in. long, 9¼ in. high closed

Each

No. 313—Bascule Bridge . . . . . $ . .

One in a carton.

TRIPLE-ACTION MAGNET CRANES



Unlike any other train accessory ever made, this Lionel model will perform all of the operations of a real crane—at a touch of the buttons. A remote control motor operates a winch to raise or lower the block and tackle. Another action revolves the derrick, in either direction, in a full 360 degree circle. When magnet is energized, steel scrap can be picked up from pile and unloaded into a waiting car by shutting off the current. Wheel at rear of illuminated cab raises or lowers the boom. Cab is superdetailed

Height of crane is 10 inches. Base measures 6x6½ inches. Bag of steel scrap and receiving bin included.

Each

No. 182—Triple-Action Magnet Crane . . . . . $.

One in a carton.

LIONEL CONSTRUCTION SETS

The most unusual amazing construction set ever offered. Completely different and far ahead of the times. Uses building techniques and methods unlike those employed in industry.

Easy to use rivets and nuts are the secret. Awkward, cumbersome nuts and bolts are entirely eliminated. The all metal, square tubing members can be put together at different angles in an almost endless variety of lengths. You can make realistic bridges, drill presses and dump trucks, hoists, gantry cranes and ferris wheels that actually operate.

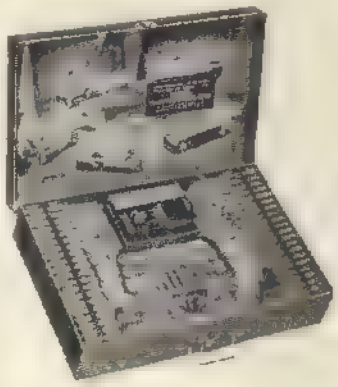
Includes sufficient building material to make more than 25 complete construction models including a fire tower, hoists, playground slide, gravel sifter, load block, etc.

Only tool necessary for assembling items is a screwdriver packed with set—used for set screws on pulleys

Per set

No. 121—Complete with illustrated construction manual; wt. per set 2¼ lbs. . . . . $.

One set in a carton



Handsome sturdily boxed set containing enough pieces to build dozens of complete models many of which operate by means of the powerful Lionel Electric Motor included with set.

Tray supports allow easy access to various parts. Attractive box has snap catch and convenient carrying handle.

Per set

No. 232—Complete with illustrated construction manual; wt. per set 5⅝ lbs . . . . $.

One set in a carton.

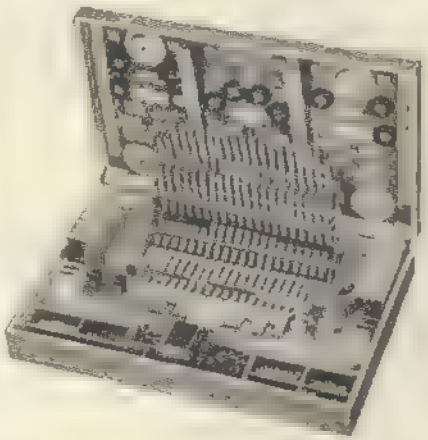
By far the finest set in its price range. Box and packing inserts are a marvel of design and engineering.

Builds Gantry crane, bascule bridge, airplane ride, derrick, etc. Electric motor included with set has four speeds forward and three in reverse and contains five shafts which revolve at speeds ranging between 50 and 3,000 R.P.M. Motor can be used to put many of the models into realistic action.

Per set

No. 343—Complete with illustrated construction manual; wt. per set 7⅝ lbs. . . . . $ . . . .

One set in carton.



A complete building unit, masterfully packed in a highly attractive oak box. Clever step display for tubing members pops up when lid is raised.

Scores of models can be made with this set. Electric motor with set has four forward and three reverse speeds and shaft speeds which range between 50 and 3,000 R.P.M. Motor also has built-in transformer which can be used to illuminate models

Per set

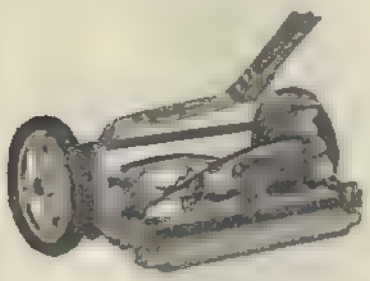
No. 454—Complete with illustrated construction manual; wt. per set 9⅝ lbs. . . . . $

One set in a carton.

LAWN MOWERS

PENNSYLVANIA JUNIOR—HIGH WHEEL

BALL BEARING—FIVE BLADES



RUBBER TIRED

Pennsylvania Junior lawn mowers have a train of three cut gears on each side in dust proof housing. In each wheel are two hardened steel pawls, extra wide, preventing any lost motion. The cylinder has five crucible steel blades, extra wide double riveted to unbreakable malleable iron supports and fitted with Braun bearings as illustrated on preceding page. The lipped edge stationary knife is crucible steel, positively self-sharpening, until worn out. All parts malleable and cast, machined on jigs to insure accurate fitting. Staytite handle with adjustable steel clamps.

No.	Width cut	Diam. wheels	Wt. each	Each
PJ-17R	17 in.	10 in.	52 lbs.	$47.20

PENNSYLVANIA JUNIOR—LOW WHEEL

BALL BEARING—FIVE BLADES

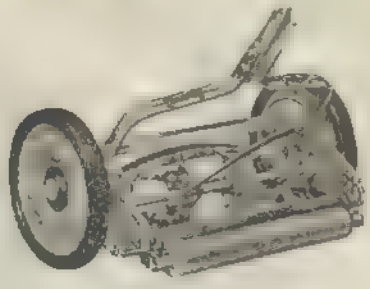
RUBBER TIRED

Same as No. PJ-17R but with 8-inch wheel.

No.	Width cut	Diam. wheels	Wt. each	Each
PJ-18R	18 in.	8 in.	44 lbs.	$47.20

PENNSYLVANIA METEOR

BALL BEARING—FIVE BLADES



RUBBER TIRED

The new Pennsylvania "Meteor," Aluminum mower, is built for quietness in action, easy pushing, and fast cutting.

The wheels, side plates, and pinions are tough aluminum alloy, and the back for lower knife is iron, to give weight where required.

The five crucible analysis tool steel blades are oil hardened and tempered, and extra wide. Raised edge lower blade is of hardened steel.

Ball bearings run on hardened steel cones and cups. Eccentric screw adjustment has positive lock.

Stub tooth gear of special (long wearing) aluminum alloy in each wheel. Steel wheel axles screwed and bolted to side plate. Steel bushing in aluminum wheels. Lower blade adjusted by opposing set screws for positive precision adjustment.

The wheel axle is hollow and packed with grease. Two small holes permit it to ooze out and keep the bearing lubricated throughout the season.

The roller brackets, also the cylinder bearings are packed with grease, but provision is made to further lubricate them when necessary.

The solid rubber tires are securely held to the wheels.

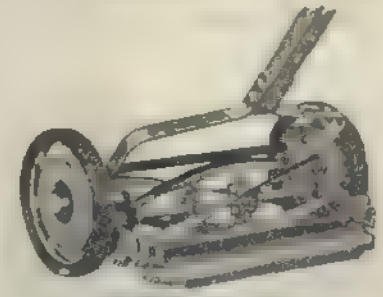
No.	Width cut	Diam. wheels	Wt. each	Each
M-16-5	16 in.	10 in.	36 lbs.	$50.50
M-19-5	19 in.	10 in.	39 lbs.	53.20

Same as above, but with seven blades

No.	Width cut	Diam. wheels	Wt. each	Each
M-16-7	16 in.	10 in.	38 lbs.	$54.20

GREAT AMERICAN

BALL BEARING—FIVE BLADES



RUBBER TIRED

Bottom knife self-sharpening, raised edge crucible tool steel. Hardened steel cup and cones. Eccentric screw adjustment with positive lock. Pinions on cylinder operating with internal gear on each wheel. Parts malleable and cast, machined on jigs to insure accuracy. Height of cut ½ to 1½ inches. Will cut grass 6 inches high. Staytite hardwood handle. Adjustable steel clamps on cross-bar. Roller bracket hooks for grass catcher. All parts interchangeable and guaranteed against defects.

Blades—Crucible tool steel oil hardened and tempered.

Ball Bearings—Braun self-aligning.

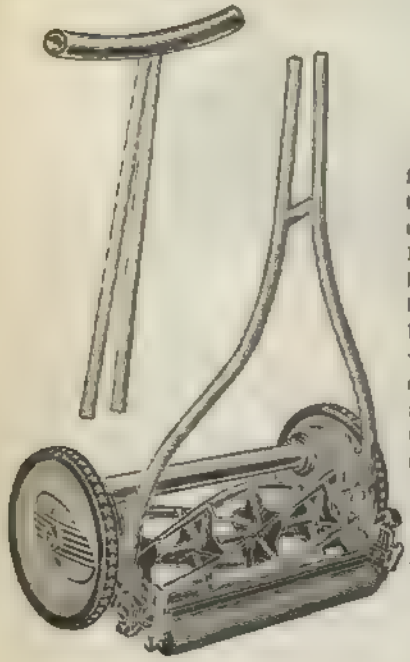
Finish—Aluminum frame, gold cylinder, gold wheels, blue and red trim.

No.	Width cut	Diam. wheels	Wt. each	Each
GA-15R	15 in.	10 in.	43 lbs.	$44.00
GA-17R	17 in.	10 in.	45 lbs.	46.00
GA-19R	19 in.	10 in.	47 lbs.	51.00

All above packed one in a carton, handle separate

LAWN MOWERS

CLEMSON PRECISION—FIVE BLADE



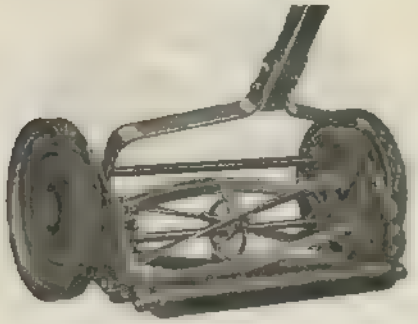
Embodies many unique features, is made of materials new to usual lawn mower construction. Beautifully finished in lasting chrome plate and baked-on enamel. Roller, ball and oilless bearings with no oil holes or grease cups and no lubrication required during its life. One piece indestructible metal handle, easily detached. All adjustments for proper operation by hand without need of wrenches or other tools

RUBBER TIRED

No.	Width cut	Diam. wheels	Wt. each	Each
E-17	17 in.	10 in.	33 lbs	**$46.00**

One in a carton

PENNA-LAWN—FIVE BLADE



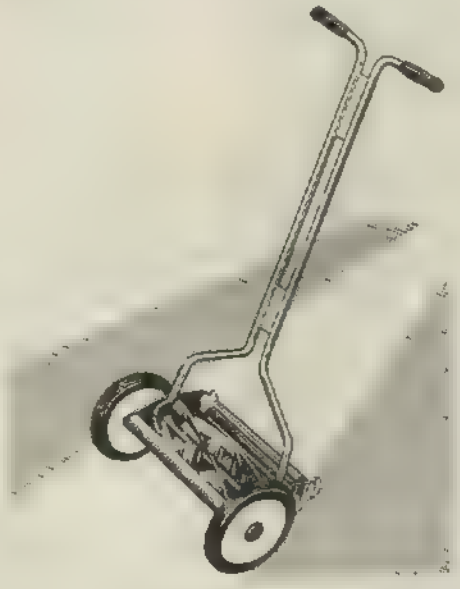
RUBBER TIRED

Precision built, simply designed, five blades made of crucible analysis steel with flexible lower blade. Ball bearing. Smooth operation, easy pushing, clean cutting

No.	Width cut	Diam. wheels	Wt. each	Each
Penna-Lawn	16 in.	10 in.	46 lbs	**$31.00**

One in a carton; handle, loose

EXCELLO—FIVE BLADE



RUBBER TIRED

Solid steel side plates and grass catcher hooks. Automatic spring tension. Adjustment on reel bearing. Five high speed crucible blades mounted on ball bearing reel. One piece cutter bar with crucible blade knife. One piece tubular steel handle.

No.	Width cut	Diam. wheels	Wt. each	Each
Excello	16 in.	10 in.	37 lbs	**$29.30**

Packed in two cartons

LAWN SWEEP

EXCELLO

Sweeps leaves, grass clippings, etc., into heavy canvas bag with swift easy action. Lightweight, non-injurious to finest lawns. Sturdy aluminum construction.

Specifications:

Five individual sturdy bassine fibre brushes, 3½-inch length mounted on ⅝-inch cold rolled steel shaft.

All castings of special aluminum alloy which is light, strong, durable and rust proof.

All gears fully enclosed.

Semi-pneumatic rubber tires eliminate wheel marked lawns.

Entire brush unit mounted on self-adjusting chrome steel ball bearings.

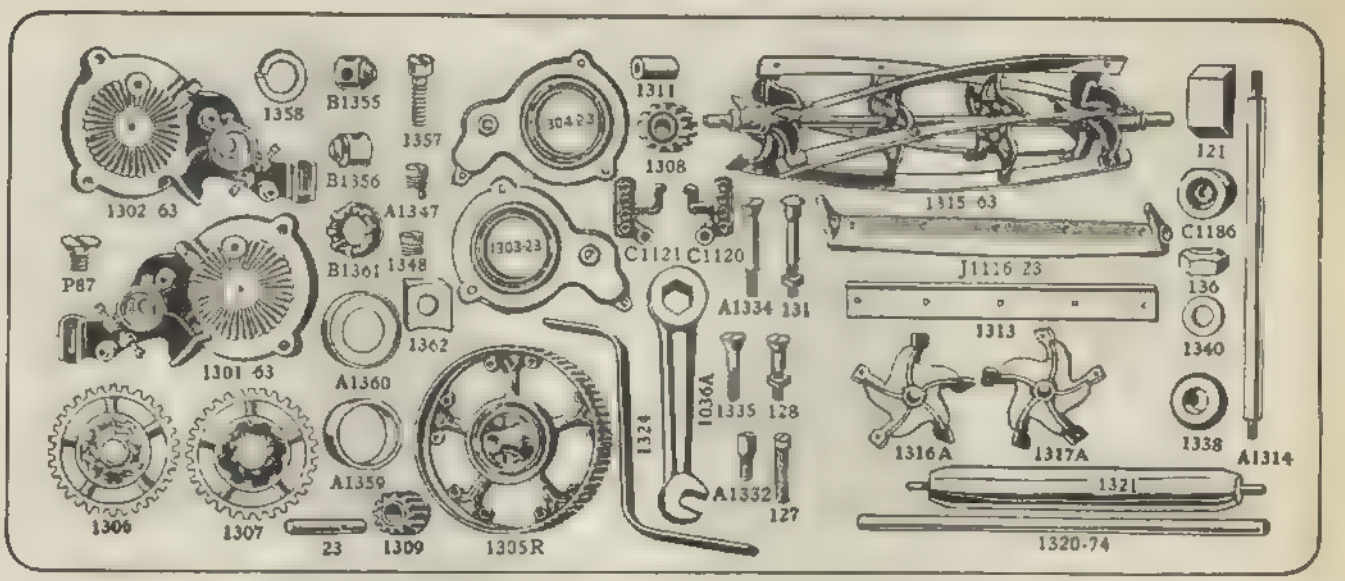
Aluminum alloy caster wheels provide ease of operation.

No.	Width	Wt. each	Each
LS	24 in.	40 lbs	**$43.00**

Packed in two cartons

LAWN MOWER REPAIR PARTS

PENNSYLVANIA JUNIOR, HIGH WHEEL



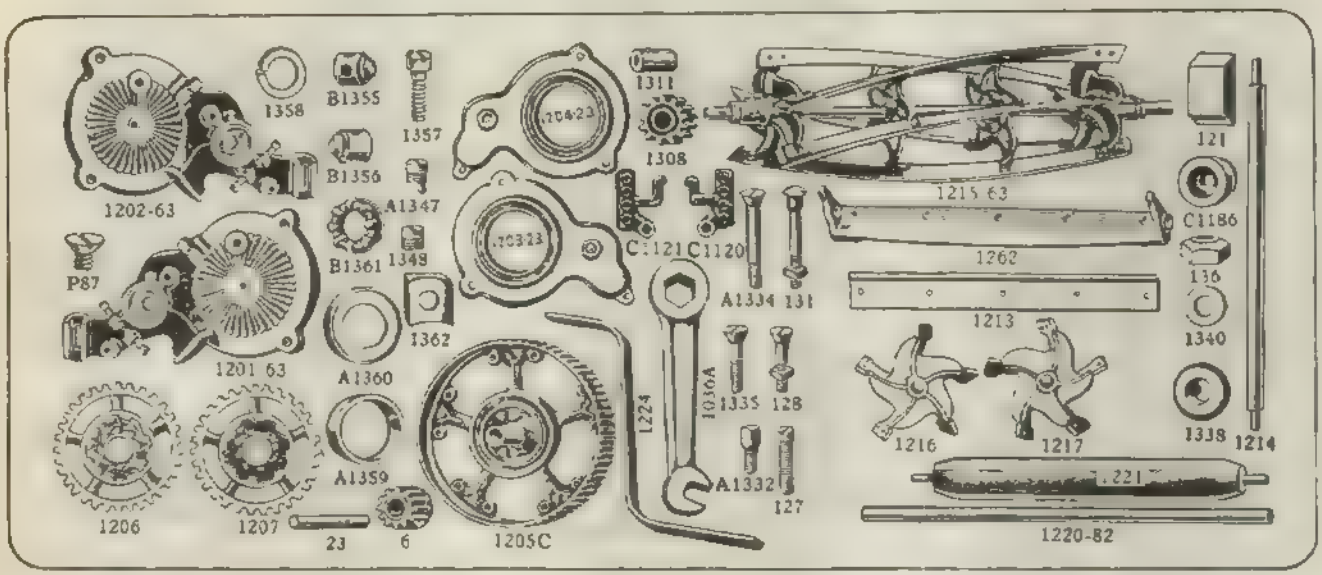
DIRECTIONS FOR ORDERING The right or left side of a lawn mower is determined by standing in back of the machine, as when in use. Give number with description of part wanted. Where possible, the number is cast on the part, otherwise refer to the illustrations. Be sure to state serial letter and number appearing on Left or Right Hand Side Plate, and the size of the mower (width of cut) which will be found stamped on the cast back. Parts needed will be found in the illustrations above, description in table below. Part numbers are listed numerically in the table.

No.	Article	Ship. wt.	Each
23	Steel Pin for Pinion, ⅛x⅞	1 oz.	$0.05
D51	Rubber Tires for 9 in. Wheels, each	1 lb.	.90
[illegible]	Flat Head Machine Screw for Stationary Blade, ¼x⅝	1 oz.	.05
121	Steel Pawl, ½ in. wide	1 oz.	.15
127	Set Screw for regulating Cast Back	1 oz.	.05
[illegible]	Bolt for Roller Bracket and Gear Box	1 oz.	.05
131	Bolt for Handle Brace, 5/16x2½	1 oz.	.05
[illegible]	Hex Nut for end of Frame Shaft	1 oz.	.05
137	Roller Pins, each	2 oz.	.15
145	Handle Clamp, steel	9 oz.	.25
146	Bolt for Handle Clamps, ¼x⅞	1 oz.	.05
148	Wood Handle Grips, each	4 oz.	.20
1036A	Wrench	4 oz.	.30
1044	Oil Cup	1 oz.	.15
J1116-23	Cast Back for Sta. Knife, 15 in.	3¾ lb.	2.20
	Cast Back for Sta. Knife, 17 in.	4 lb.	2.50
	Cast Back for Sta. Knife, 19 in.	4½ lb.	2.80
	Cast Back for Sta. Knife, 21 in.	5¼ lb.	3.10
C1120	Left Hand Roller Bracket	8 oz.	.30
C1121	Right Hand Roller Bracket	8 oz.	.30
1148	Steel Stud for Wheel, ⅜x2⅞	7 oz.	1.00
C1188	Washer for Cast Back Bolt, 5/16	1 oz.	.05
C1189	Lock Washer for Wheel Bolt	1 oz.	.05
1301-63	Left Hand Side Plate, with Stud	6 lb.	4.40
1302-63	Right Hand Side Plate, with Stud	6 lb.	4.40
1303-23	Left Hand Shield	2¼ lb.	1.90
1304-23	Right Hand Shield	2¼ lb.	1.90
1305R	Driving Wheel, 9 in. (both alike)	5 lb.	2.80
1306	Left Hand Master Gear, 1⅛ Hole	2 lb.	1.75
1307	Right Hand Master Gear, 1⅛ Hole	2 lb.	1.75
1308	Intermediate Gear (both alike), ⅝ Hole, 20 Cogs	4 oz.	.65
1309	Pinion (both alike), ⅝ Hole, 13 Cogs	4 oz.	.65
1311	Bushing for Intermediate Gear, each	2 oz.	.50
1313	Steel Stationary Blade, 15 in.	1 lb.	1.55
	Steel Stationary Blade, 17 in.	1¼ lb.	1.70
	Steel Stationary Blade, 19 in.	1½ lb.	1.90
	Steel Stationary Blade, 21 in.	1¾ lb.	2.15
A1314	Shaft for Frame, 15 in. (14¼)	2 lb.	.75
	Shaft for Frame, 17 in. (16¼)	2¼ lb.	.90
	Shaft for Frame, 19 in. (18¼)	2¼ lb.	1.00
	Shaft for Frame, 21 in. (20¼)	2½ lb.	1.10
1315-63	Cylinder, complete, 5 knives, 15 in.	7¼ lb.	10.00
	Cylinder, complete, 5 knives, 17 in.	8¼ lb.	$11.25
	Cylinder, complete, 5 knives, 19 in.	9 lb.	12.50
	Cylinder, complete, 5 knives, 21 in.	9¾ lb.	13.75
1316A	Left Hand Cylinder Head	1 lb.	2.50
1317A	Right Hand Cylinder Head	1 lb.	2.50
1318A	Ring for Cylinder	[illegible] oz.	.95
1319-23	Spiral Knife for Cylinder, 15 in.	12 oz.	1.25
	Spiral Knife for Cylinder, 17 in.	14 oz.	1.40
	Spiral Knife for Cylinder, 19 in.	1 lb.	1.50
	Spiral Knife for Cylinder, 21 in.	1¼ lb.	1.65
1320-74	Shaft for Cylinder, 15 in. (17⅝)	1½ lb.	.90
	Shaft for Cylinder, 17 in. (19⅝)	1¾ lb.	1.00
	Shaft for Cylinder, 19 in. (21⅝)	2 lb.	1.10
	Shaft for Cylinder, 21 in. (23⅝)	2¼ lb.	1.25
1321	Wood Roller, 15 in. (13½)	1¼ lb.	.90
	Wood Roller, 17 in. (15½)	1½ lb.	.95
	Wood Roller, 19 in. (17½)	1¾ lb.	1.00
	Wood Roller, 21 in. (19½)	2 lb.	1.05
1324	Handle Brace, 15 in., each	1¼ lb.	.65
	Handle Brace, 17 in., each	1½ lb.	.75
	Handle Brace, 19 in., each	1½ lb.	.90
	Handle Brace, 21 in., each	1¾ lb.	1.00
1325	Wood Handle, with Steel Clamps	3¼ lb.	1.90
A1332	Rivet for fastening Cylinder Head to Shaft (3/16x1¼ knurled)	1 oz.	.05
A1334	Machine Screw for Wheel Bearing, 5/16x3⅝, flat head	2 oz.	.05
1335	Bolt for Bushing on Intermediate Gear, 5/16x1½, flat head	1 oz.	.05
A1336	Bolt for Cast Back Washer, 5/16x1⅝	1 oz.	.05
1338	Washer for Wheel Bearing, 2 Lugs	1 oz.	.05
1340	Washer for B. B. and Handle Bolt	1 oz.	.05
A1347	Eccentric Screw for adjusting Cone	1 oz.	.25
B1348	Lock Screw, for Stationary Cone, 5/16x½	1 oz.	.05
1353	Rivets for Cyl. Knives (one set)	3 oz.	.65
B1355	Left Hand Cone	4 oz.	.75
B1356	Right Hand Cone	4 oz.	.75
1357	Lock Screw for holding Left Cone in place after adjusted	1 oz.	.10
1358	Lock Washer for 1357 Lock Screw	1 oz.	.05
A1359	Ball Cup (without balls)	2 oz.	.70
A1360	Dust Cap for Ball Cup	1 oz.	.25
B1361	Ball Retainer, Closed Type	2 oz.	.50
1362	Lock Pad (⅝ in. Square)	1 oz.	.10

DEPT. 2

LAWN MOWER REPAIR PARTS

PENNSYLVANIA JUNIOR, LOW WHEEL

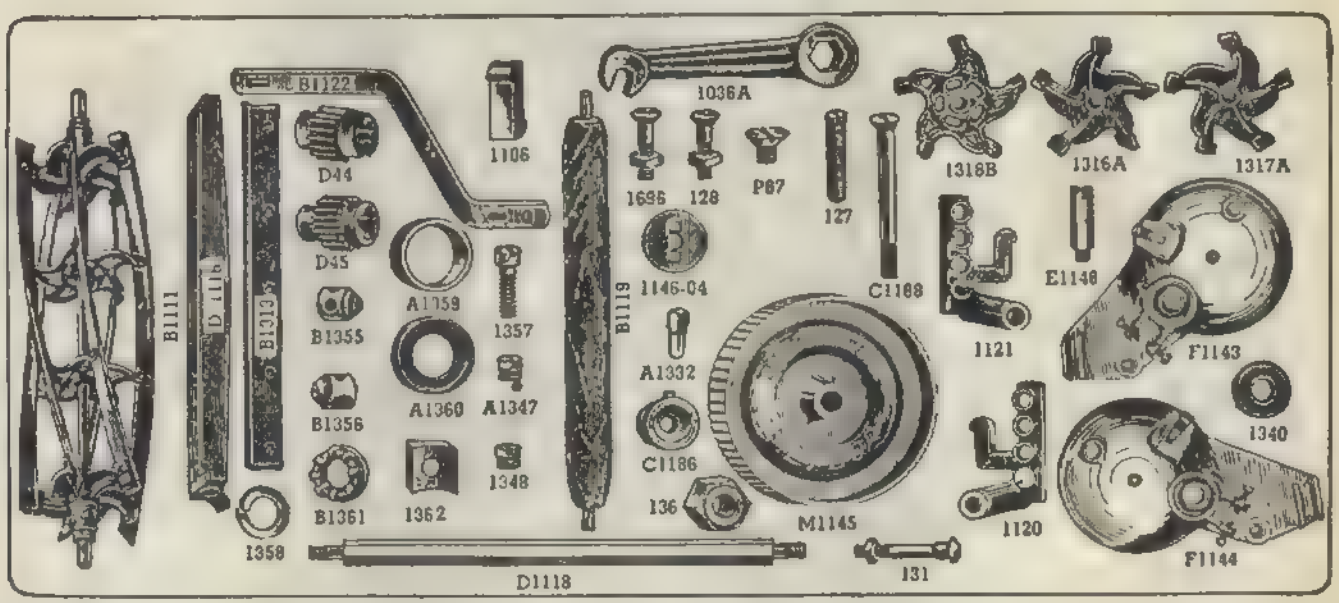


DIRECTIONS FOR ORDERING— The right or left side of a lawn mower is determined by standing in back of the machine, as when in use. Give number with description of part wanted. Where possible, the number is cast on the part, otherwise refer to the illustrations. Be sure to state serial letter and number appearing on Left or Right Hand Side Plate, and the size of the mower (width of cut) which will be found stamped on the cast back. Parts needed will be found in the illustrations above, description in table below. Part numbers are listed numerically in the table.

No.	Article	Ship. wt.	Each
6	Pinion, both alike, ⅝ hole, 12 Cogs	8 oz.	$0.65
23	Stud Pin for Pinion, [illegible]	1 oz.	.05
P87	Machine Screw for Stationary Knife Back Set Head, [illegible]	1 oz.	.05
121	Stud Bowl, ½ in. wide	1 oz.	.15
127	Set Screw for Adjusting Cast Back	1 oz.	.05
128	Bolt for Roller Bracket and Gear Box, ¼x1¼	1 oz.	.05
131	Bolt for Handle Brace, [illegible]	1 oz.	.05
136	Nut and [illegible] Frame Shaft, Hexagon	1 oz.	.05
137	Roller Pins	1 oz.	.15
145	Handle Clamp	2 oz.	.25
146	Bolt for Handle Clamps, ¼x¾	1 oz.	.05
148	Wood Handle Grips, each	[illegible] oz.	.20
1036A	Washer	[illegible] oz.	.30
1044	Oil Cup	[illegible] oz.	.15
C1120	Left Hand Roller Bracket	8 oz.	.30
C1121	Right Hand Roller Bracket	8 oz.	.30
1148	Steel Stud for Wheel, ⅞x2⅜	7 oz.	1.00
C1186	Washer for Cast Back Bolt, [illegible]	1 oz.	.05
C1189	Lock Washer for Wheel Bolt	1 oz.	.05
1201-63	Left Hand Side Plate, with Stud	4 lb.	3.75
1202-63	Right Hand Side Plate, with Stud	4 lb.	3.75
1203-23	Left Hand Shield	1¼ lb.	1.55
1204-23	Right Hand Shield	1¼ lb.	1.55
1205C	Driving Wheel 7¼ in. (Both alike)	4½ lb.	2.20
1205T	Rubber Tires for 7¼ in. Wheels, each	1 lb.	.90
1206	Left Hand Master Gear, 1⅛ Hole	1¾ lb.	1.50
1207	Right Hand Master Gear, 1⅛ Hole	1¾ lb.	1.50
1213	Steel Sta. Blade, 12 in., countersunk	¾ lb.	1.25
	Steel Sta. Blade, 14 in., countersunk	1 lb.	1.50
	Steel Sta. Blade, 16 in., countersunk	1 lb.	1.65
	Steel Sta. Blade, 18 in. countersunk	1¼ lb.	1.75
1214	Shaft for Frame, 12 in. (11½ in.)	1½ lb.	.75
	Shaft for Frame, 14 in. (13½ in.)	1¾ lb.	.90
	Shaft for Frame, 16 in. (15½ in.)	2 lb.	1.00
	Shaft for Frame, 18 in. (17½ in.)	2¼ lb.	1.10
1215-63	Cylinder, complete, 5 Knives 12 in.	6½ lb.	8.75
	Cylinder, complete, 5 Knives 14 in.	8¾ lb.	10.00
	Cylinder, complete, 5 Knives, 16 in.	7½ lb.	11.25
	Cylinder, complete, 5 Knives, 18 in.	8½ lb.	12.50
1216	Left Hand Cylinder Head	1 lb.	2.50
1217	Right hand Cylinder Head	1 lb.	2.50
1218	Ring for Cylinder	7 oz.	.90
1219-23	Spiral Knife for Cylinder, 12 in.	16 oz.	1.00
	Spiral Knife for Cylinder, 14 in.	12 oz.	1.10
1219-23	Spiral Knife for Cylinder, 16 in.	14 oz.	$1.25
	Spiral Knife for [illegible]	1 [illegible]	1.40
1220-82	Shaft for Cylinder, 12 in. (11½ in.)	1¼ lb.	.65
	Shaft for Cylinder, 14 in. (13½ in.)	[illegible]	.75
	Shaft for Cylinder, 16 in. (15½ in.)	[illegible]	.90
	Shaft for Cylinder, 18 in. (17½ in.)	2 lb.	1.00
1221	Wood Roller, 12 in. (10½ in.)	1 lb.	.75
	Wood Roller, 14 in. (12½ in.)	1¼ lb.	.80
	Wood Roller, 16 in. (14½ in.)	1½ lb.	.90
	Wood Roller, 18 in. (16½ in.)	1¾ lb.	.95
1224	Handle Brace, 12 in.	1 lb.	.45
	Handle Brace, 14 in.	1¼ lb.	.55
	Handle Brace, 16 in.	1¼ lb.	.70
	Handle Brace, 18 in.	[illegible] lb.	.80
1262	Cast Back for Sta. Knife, 12 in.	3 lb.	1.75
	Cast Back for Sta. Knife, 14 in.	4 lb.	2.00
	Cast Back for Sta. Knife, 16 in.	4½ lb.	2.25
	Cast Back for Sta. Knife, 18 in.	5 lb.	2.50
1308	Intermediate Gear (both alike, ⅝ Hole, 20 Cogs	4 oz.	.65
1311	Bushing for Intermediate Gear, each	2 oz.	.50
1325	Wood Handle with Steel Clamps	2¼ lb.	1.90
A1332	Rivet for Fastening Cylinder Head to Shaft (7/32x1¼, Knurled	1 oz.	.05
A1334	Machine Screw for Wheel Bearing, 5/16x3¾, Flat Head	2 oz.	.05
1335	Bolt for Bushing on Intermediate Gear, 5/16x1¼, Full	1 oz.	.05
A1336	Bolt for Cast Back Washer, [illegible]	1 oz.	.05
1338	Washer for Wheel Bearing, 2 Lugs	1 oz.	.05
1340	Washer for Roller Bracket and Wood Handle	1 oz.	.05
A1347	Eccentric Screw for Adjusting Cone, 7/16x1½ in.	1 oz.	.25
1348	Lock Screw (for stationary cone), 7/16x1½	1 oz.	.05
1353	Rivets for Cyl. Knives (one set)	3 oz.	.55
B1355	Left Hand Cone	4 oz.	.75
B1356	Right Hand Cone	4 oz.	.75
1357	Lock Screw for Holding Left Cone in Place After Adjusted	1 oz.	.10
1358	Lock Washer for 1357 Lock Screw	1 oz.	.05
A1359	Ball Cup (without balls)	2 oz.	.70
A1360	Dust Cap for Cup	1 oz.	.25
B1361	Ball Retainer, Closed Type	2 oz.	.50
1362	Lock Pad (⅝ in. square)	1 oz.	.10

LAWN MOWER REPAIR PARTS

METEOR, BALL-BEARING



8-inch Aluminum Solid Wheels with Rubber Tires, 10 inches overall. Aluminum Side Plates 5 and 7 Knives—Sizes: 16 and 19 inches

DIRECTIONS FOR ORDERING—The right or left side of a lawn mower is determined by standing in back of the machine, as when in use. Always give name of machine or style and width of cut. When ordering parts, give side plate number of mower. Order parts by number, with description. Parts needed will be found in the illustrations above, descriptions in table below. Part numbers are listed numerically in the table.

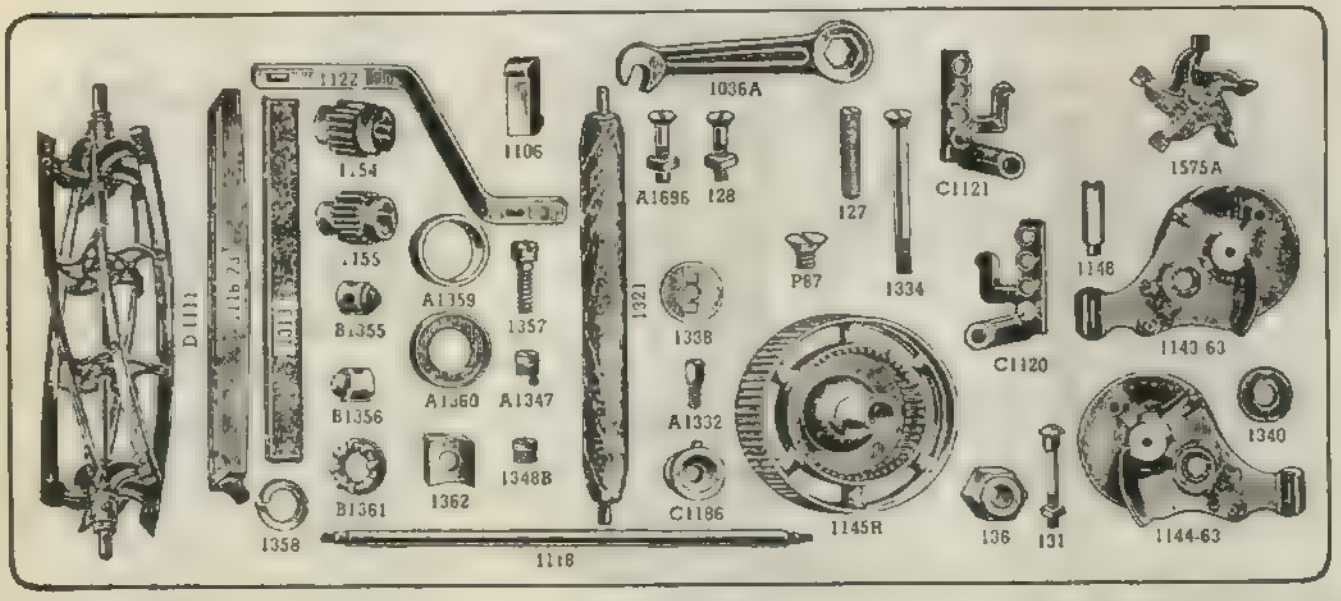
No.	Article	Ship. wt.		Each
D44	Left Hand Pinion, Alum. 11 Cross, ⅝ in. Hole	3	oz	$0.50
D45	Right Hand Pinion, Alum. 11 Cross, ⅝ in. Hole	3	oz	.50
D51	Lower Tie for [illegible]		lb	.95
P87	F. H. Machine Screw for Stationary Knife	1	oz.	.05
127	Set Screw for Regulating Cast Back	1	oz.	.05
128	Bolt for Roller Bracket, ¼x[illegible] in.	1	oz.	.05
131	Bolt for Handle, 5/16x2½ in.	2	oz.	.05
136	Nut for Left of Frame Shaft, H[illegible]	1	oz.	.05
137	Roller Pin, each	3	oz.	.15
B145	Cross Bar Support	6	oz.	.45
A146	Bolt for Cross Bar ¼x[illegible] in.	1	oz.	.05
A147	Rivet to fasten Cross Bar Support	1	oz	.05
A148	Wood Cross Bar	1	lb	.50
1036A	Wrench	4	oz	.30
1044	Oil Cup for Side Plate and Wheel	1	oz.	15
1106	Lawn Tooth alike, ¾ in. wide	1	oz.	.15
B1111	Cylinder, complete, 5 knives, 16 in.	9	lb.	10.65
	Cylinder, complete, 5 knives, 19 in.	10	lb.	12.50
B1115	Cylinder Knife, 16 in.		oz	1.25
	Cylinder Knife, 19 in.	12	oz	1.50
D1116	Cast Back for Stationary Knife, 16 in.		lb	2.50
	Cast Back for Stationary Knife, 19 in.	7	lb.	3.10
D1118	Shaft for Frame, 16 in. Hexagon	4	lb.	1.25
	Shaft for Frame, 19 in. Hexagon	4½	lb.	1.50
B1119	Wood Roller, 16 in. (Wood Meas. 14[illegible] in.)	1¾	lb.	.90
	Wood Roller, 19 in. (Wood Meas. 17[illegible] in.)	2	lb.	1.00
1120	Left Hand Roller Bracket with Cup	8	oz.	.45
1121	Right Hand Roller Bracket with Cup	8	oz.	.45
B1122	Handle Brace, 16 in.	1¼	lb.	.70
	Handle Brace, 19 in.	1½	lb.	.90
E1123	Metal Handle	4	lb.	1.90
B1141	Cylinder Shaft, 16 in. (20¾ in.)	1¾	lb.	.95
	Cylinder Shaft, 19 in. (23¾ in.)	2¼	lb.	1.15
F1143	Left Hand Side Plate, with Stud	2¼	lb	3.75
F1144	Right Hand Side Plate, with Stud	2¾	lb	3.75
M1145	Leaning Wheel, without Tire, 8 in.	3	lb	3.10
1146-04	Wheel Washer	2	oz.	.15
E1148	Wheel Stud for Side Plate	4	oz.	.90
1178	Special Washer between Wheel Stud and Side Plate	2	oz.	.15

No.	Article	Ship. wt.		Each
C1186	Washer for Cast Back Bolt	1	oz.	$0.05
C1188	Wheel Bolt, ⅜x[illegible] in.	2	oz.	.05
C1189	Lock Washer for Wheel Bolt	1	oz	.05
B1313	Steel Stationary Knife, 16 in.	1	lb.	1.65
	Steel Stationary Knife, 19 in.	1[illegible]	lb	1.90
1316A	Left Hand Cylinder Head, 5 Wing	1[illegible]	lb	2.50
1317A	Right Hand Cylinder Head, 5 Wing	1¼	lb.	2.50
1318B	Cylinder Ring, 5 Wing	8	oz	.95
A1332	Rivet for Fastening Cylinder Head to Shaft	1	oz.	.05
1340	Washer for Roller Bracket and Cast Back Bolt	1	oz	.05
A1347	Eccentric Screw for adjusting cone, 7/16x½ in.	1	oz	.25
1348B	Lock Screw (for stationary cone 7/16x½ in.)	1	oz	.05
1351	Rivets for Cylinder Knives (one set)	3	oz	.65
1354	Lock Washer for Frame Shaft	1	oz	.05
B1355	Left Hand Cone	4	oz.	.75
B1356	Right Hand Cone	4	oz.	.75
1357	Lock Screw (for holding Left Cone in place after adjusted)	1	oz	.15
1358	Lock Washer for 1357 Lock Screw	1	oz	.05
A1359	Ball Cup (without balls)	2	oz.	.50
A1360	Dust Cap for Cup	1	oz.	.25
B1361	Ball Retainer, Closed Type	2	oz.	.50
1362	Lock Pad (⅝ in. square)	1	oz.	.15
1696	Bolt for Cast Back, 5/16x1⅝ in.	1	oz.	.05
	Parts for cylinder with spring adjustment cones			
F1111	Cylinder Complete, 5 knife—16 in.	8	lb.	10.00
1114-7	Cylinder End 7 Wing both alike	1½	lb	2.20
R1114-7	Cylinder Ring 7 Wing both alike	1	lb	1.35
F1115	Cylinder Knife—16 in.	10	oz.	1.25
F1141	Cylinder Shaft 16 in. (2¾ in. long)	1¾	lb	.90
C1185	Spring Washer for back of cone	1	oz	.05
F1198	Cylinder Complete 7 knife 16 in.	13	lb.	12.00
1348B	Lock Screw for cone 7/16x½ Cup Point	1	oz	.05
F1356	Cones both alike	3	oz	.55
1575A	Cylinder End and Ring (all alike)	1	lb.	1.35

DEPT. 2

LAWN MOWER REPAIR PARTS

GREAT AMERICAN, BALL-BEARING



9-inch Wheel with Rubber Tires, 10 inches overall. Model 63-G1100 5 Knives—Sizes: 15, 17, 19, 21 inches

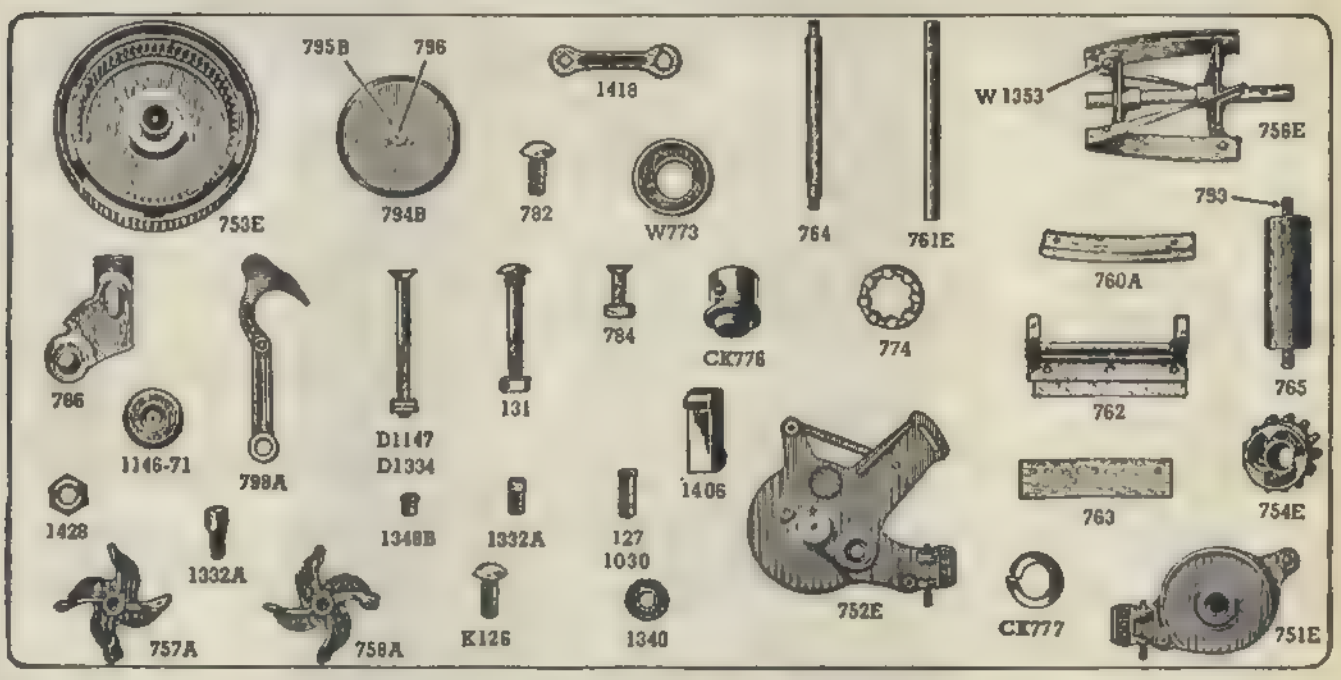
DIRECTIONS FOR ORDERING—The right or left side of a lawn mower is determined by standing in back of the machine, as when in use. Give number with description of part wanted. Where possible, the number is cast on the part, otherwise refer to the illustrations. Be sure to state serial letter and number appearing on Left or Right Hand Side Plate and the size of the mower (width of cut) which will be found stamped on the cast back. Parts needed will be found in the illustrations above, description in table below. **Part numbers are listed numerically in the table.**

No.	Article	Ship. wt.	Each
D51	Rubber Tire for 9 in. Wheels, Each	1 lb.	[illegible]
[illegible]	Machine Screw for Stationary Knife Blade, ¼x⅜, F.H.	1 oz	.05
127	Set Screw for Regulating Cast Back	1 oz	.05
[illegible]	Bolt for Roller Bracket, ¼x1⅛	1 oz	.05
131	Bolt for Wood Handle, 5/16x2½	2 oz	.05
136	Nut for End of Shaft, Hexagon	1 oz	.05
137	Roller Pins, each	2 oz	.15
145	Steel Handle Clamp, Each	2 oz	.25
146	Bolt for Handle Clamps, ¼x⅞	1 oz	.05
148	Wood Hand Grips, each	4 oz	.20
1036A	Wrench	4 oz	.30
1044	Oil Cup	1 oz	.15
1106	Steel Pawl (both alike), ⅝ in. wide	1 oz.	.15
D1111	Cylinder, complete, 15 in.	8 lb.	10.00
	Cylinder, complete, 17 in	9 lb	11.25
	Cylinder, complete, 19 in	10 lb.	12.50
	Cylinder, complete, 21 in	11 lb.	13.75
F1115	Cylinder Knife, 15 in	9 oz.	1.25
	Cylinder Knife, 17 in	10 oz.	1.40
	Cylinder Knife, 19 in	12 oz.	1.50
	Cylinder Knife, 21 in	15 oz	1.65
1116-23	Cast Back for Stationary Knife, 15 in.	3¼ lb.	2.20
	Cast Back for Stationary Knife, 17 in.	4 lb.	2.50
	Cast Back for Stationary Knife, 19 in	4½ lb.	2.80
	Cast Back for Stationary Knife, 21 in.	5¼ lb.	3.10
1118	Shaft for Frame, 15 in. (16-19/64 in.)	2 lb.	.90
	Shaft for Frame, 17 in. (18-19/64 in.)	2¼ lb.	1.00
	Shaft for Frame, 19 in. (20-19/64 in.)	2¼ lb.	1.10
	Shaft for Frame, 21 in. (22-19/64 in.)	3 lb.	1.25
C1120	Left Hand Roller Bracket	8 oz.	.30
C1121	Right Hand Roller Bracket	8 oz	.30
1122	Handle Brace, 15 in.	1¼ lb.	.65
	Handle Brace, 17 in.	1¼ lb.	.75
	Handle Brace, 19 in.	1½ lb	[illegible]
	Handle Brace, 21 in.	1¾ lb.	1.00
1123	Wood Handle with Steel Clamp	3¼ lb	1.90
W1123	Wood Handle Stick	2 lb	.95
1141-74	Shaft for Cylinders, 15 in. (19¾ in.)	1¾ lb	.90

No	Article	Ship. wt	Each
1141-74	Shaft for Cylinders, 17 in. (21¾ in.)	2 lb	$1.00
	Shaft for Cylinders, 19 in. (23¾ in.)	2¼ lb	1.10
	Shaft for Cylinders, 21 in. (25¾ in.)	2½ lb.	1.25
1143-63	Left Hand Side Plate, with Steel Stud	4 lb	3.75
1144-63	Right Hand Side Plate, with Steel Stud	4 lb	3.75
1145R	Driving Wheel, 9 in. (less tires)	6 lb.	2.80
1148	Steel Stud for Wheel, ⅞x2 3/32	7 oz	1.00
1154	L. H. Pinion, ⅝ Hole, 13 Cogs, 1 1/16 long	4 oz	.50
1155	R. H. Pinion, ⅝ Hole, 13 Cogs, 1 1/16 long	4 oz	.50
C1186	Washer for Cast Back Bolt, 5/16	1 oz	.05
1313	Steel Stationary Blade, 15 in.	1 lb	1.55
	Steel Stationary Blade, 17 in	1¼ lb	1.70
	Steel Stationary Blade, 19 in	1½ lb	1.90
	Steel Stationary Blade, 21 in	1¾ lb.	2.15
1321	Wood Roller, 15 in. (13½ in.)	1¼ lb	.90
	Wood Roller, 17 in. (15½ in.)	1½ lb	.95
	Wood Roller, 19 in. (17½ in.)	1¾ lb.	1.00
	Wood Roller, 21 in. (19½ in.)	2 lb.	1.05
A1332	Rivet for fastening cylinder head to shaft) (7/32x1 5/16 knurled)	1 oz.	.05
1334	Machine Screw for Wheel, 5/16x3¼	2 oz	.05
1338	Wheel Washer for side plates, 2 lugs	1 oz	.05
1340	Washer for Roller Bracket Bolt and Handle	1 oz	.05
A1347	Eccentric Screw for adjusting cone, 7/16x½	1 oz	.25
B1348	Lock Screw (for stationary cone 5/16x⅜ cup point)	1 oz	.05
W1353	Rivets for Cylinder Knives (one set)	3 oz.	.50
1354	Lock Washer for Frame Shaft	1 oz	.05
B1355	Left Hand Cone	4 oz	.75
B1356	Right Hand Cone	4 oz	.75
1357	Lock Screw (for holding left Cone in place after adjusted)	1 oz	.10
1358	Lock Washer for 1357 Lock Screw	1 oz.	.05
A1359	Ball Cup (without balls)	2 oz	.70
A1360	Dust Cap for Cup	1 oz	.25
[illegible]	Ball Retainer, Closed Type	2 oz	.50
[illegible]	Lock Pad (⅝ in. square)	1 oz.	.10
1575A	Ends and Rings (all alike)	1¼ oz.	1.40
A1696	Bolt for Cast Back Washer, 5/16x1⅝	1 oz.	.06

LAWN TRIMMER REPAIR PARTS

PENNSYLVANIA



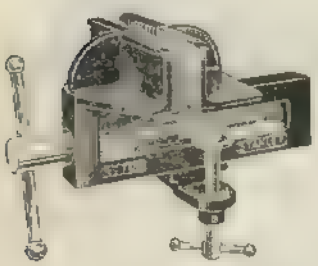
DIRECTIONS FOR ORDERING The right or left side of a lawn mower is determined by standing in back of the machine, as when in use. Give number, with description of part. Where possible, the number is cast on the part, otherwise refer to the illustrations. Always give name of machine and width of cut. The size is stamped on the lower bar to which the knife is attached. Parts needed will be found in the illustrations above, description in table below. Part numbers are listed numerically in the table.

No.	Article	Ship. wt.		Each
E-077	Handle Stick	2	lbs	$0.95
K-126	Mach. Screw for Sta. Knife, ¼x⅜ Rd. Hd.	1	oz	.05
127	Upper Set Screw for Regulating Cast Back	1	oz	.05
131	Bolt for Handle, 5/16x2½	2	oz.	.05
146	Handle Clamp (Steel)	9	oz.	.25
146	Bolt for Handle Clamp, ¼x⅝	1	oz.	.05
E-148	Handle Grips	4	oz.	.20
751-E	Left Hand Side Plate	2¼	lbs.	1.60
752-E	Right Hand Side Plate	4¾	lbs.	3.15
753-E	Driving Wheel	6	lbs.	2.50
754-E	Pinion	6	oz.	.50
756-E	Cylinder, complete, 4 Knives	3¼	lbs.	5.00
757-A	Left Hand Cylinder Head	9	oz.	.75
758-A	Right Hand Cylinder Head	9	oz.	.75
760-A	Spiral Knife for Cylinder	4	oz.	.65
761-E	Shaft for Cylinder, 8 1/16 in.	8	oz.	.50
762	Stationary Knife, complete	1¾	lb	1.25
763	Steel Stationary Blade	4	oz.	.65
764	Shaft for Frame	8	oz.	.65
765	Wood Roller	8	oz.	.50
766	Roller Bracket (both alike)	4	oz.	.25
770-E	Wood Handle	2¾	lb	1.85
W-773	Ball Caps, without Balls	3	oz.	.25
774	Retainer with Balls	2	oz	.25

No.	Article	Ship. wt.		Each
CK-776	Cone, both alike, 5/16 Hole	4	oz.	$0.50
CK-777	Lock Washer for Back of Cone on Right side only	1	oz	.05
782	Mach. Screw for Fastening Stationary Knife to Frame ⅜x¼	2	oz	.05
784	Bolt for Roller Bracket, ¼x1 in.	1	oz.	.05
793	Roller Pins	2	oz.	.15
794-B	Steel Disc (with stud) 5¾ in.	1¼	lb.	1.50
795-B	Stud or support for disc	6	oz.	.50
796	Spacing Washer for 794-B	1	oz.	.05
798-A	Flow	1	lb.	1.60
1030	Lower Set Screws for Adjusting Dead Knife 5/16x1⅜	1	oz.	.05
1146-71	Washer for Wheel	1	oz.	.05
D-1147	Bolt for Wheel Washer	2	oz.	.05
1332-A	Knurled Rivet Screw to Fasten Cylinder Head to Shaft	1	oz.	.05
D-1334	Bolt for Disc Stud	2	oz	.15
1340	Washer for Roller Bracket and Wood Handle	1	oz	.05
1348-B	Set Screw for Cone, 5/16x⅝ in.	1	oz.	.05
W-1353	Rivets for Cyl. Knives (one set)	2	oz.	.50
1406	Pawl	1	oz.	.15
1418	Wrench	4	oz	.25
1428	Hexagon Nut for End of Frame Shaft	1	oz.	.05

WOOD WORKERS VISES

STANLEY



Jaws machined parallel to hold work firmly, horizontally as well as vertically. Steel parts are bright and rest of tool is japanned.

No.	Size jaws	Jaws open	Wt. each	Each
700	4⅝ in.	4 in.	5½ lbs.	$11.00

PICTURE FRAMERS' TOOLS

STANLEY

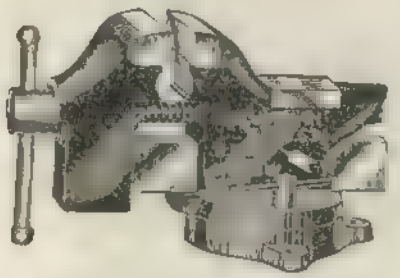
Mitre Vise

Clamps any molding up to 4 inches wide and joins any frame larger than 3½x3½ inches. The universal base is made so that the vise can be tilted. Frame is made of gray iron finished in blue enamel with orange trimmings.

No.	Wt. each	Each
400	20 lbs	$23.90

GARAGE VISES

COLUMBIAN RED ARROW



Sturdy vise for the homeshop. Built in pipe jaws and anvil, locking device for swivel base.

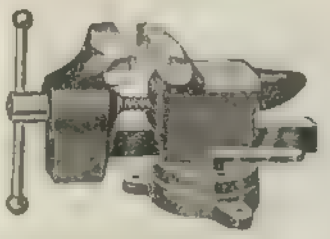
No.	Size jaws	Jaws open	Wt. each	Each
63½	3½ in.	3½ in.	13 lbs.	$8.00

LITTLESTOWN

Well constructed vise for garage and household use. Steel inserted jaws. Swivel base.

No.	Size jaws	Jaws open	Wt. each	Each
112	3¼ in.	3 in.	12 lbs.	$6.60

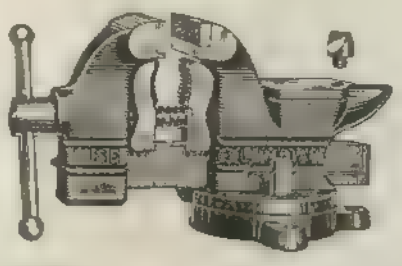
LITTLESTOWN



Garage and household vise with removable cast iron pipe jaws.

No.	Size jaws	Jaws open	Wt. each	Each
900	3 in.	3 in.	10 lbs.	$6.40

COLUMBIAN

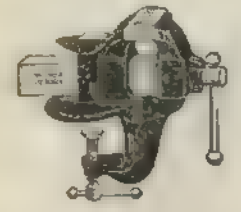


Tempered steel cut-off tool, heavy steel sliding bar, swivel base. Replaceable heat treated, steel jaw faces. Chrome-nickel alloy replaceable pipe jaws. Finished in red enamel, with polished metal jaws and anvil.

No.	Size jaws	Jaws open	Wt. each	Each
C43	3 in.	3¼ in.	14 lbs.	$10.20
C43½	3½ in.	4 in.	17 lbs.	12.40
C44	4 in.	4½ in.	30 lbs	17.60

BENCH VISES

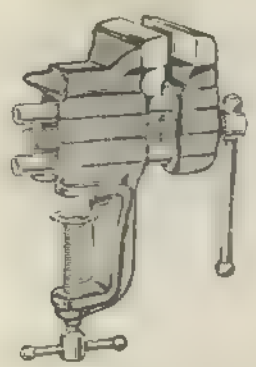
STANLEY



The screw (body, head and collar) is turned from one solid piece of cold rolled steel and has a square, lathe cut thread. The steel jaws are hardened and all jaws are ground to meet square and true.

No.	Size jaws	Jaws open	Wt. each	Each
761	1½ in.	1⅝ in.	3¼ lbs.	$ 8.90
763	2 in.	2 in.	4 lbs.	10.00
765	2½ in.	2⅜ in.	6 lbs.	11.50
766	3 in.	3 in.	10 lbs.	15.30

DEFIANCE

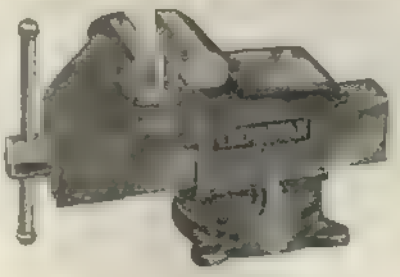


Machine cut steel screw. Body and head red finish.

No.	Size jaws	Jaws open	Wt. each	Each
1207	1⅝ in.	2 in.	2 lbs.	$3.70
1209	2½ in.	2 in.	3½ lbs.	4.50

All above, one in a carton

COLUMBIAN WELDED STEEL



Engineered for strength, welded steel front and back jaws. Heat treated steel jaw faces. Replaceable, interlocking pipe jaws. Forged steel screw and handle, malleable iron nut replaceable. Steel swivel base.

No.	Size jaws	Jaws open	Wt. each	Each
804	4 in.	5 in.	25 lbs.	$22.90

REED VISES

The body and sliding jaw for Reed vises are made of a mixture of steel and iron which gives the utmost rigidity, strength and durability. All parts for Reed vises are carefully machined, accurately hardened and tempered under electric heat control. There are no weak spots in Reed vises.

MACHINISTS' VISES

STATIONARY JAW AND BASE

No.	Size jaws	Jaws open	Wt. each	Each
R103	3 in.	4 in.	22 lbs.	$ 32.00
R103½	3½ in.	5 in.	30 lbs.	36.00
R104	4 in.	6 in.	45 lbs.	40.80
R104½	4½ in.	7 in.	60 lbs.	49.60
R105	5 in.	8 in.	77 lbs.	64.00
R106	6 in.	10 in.	139 lbs.	124.80
R108	8 in.	12 in.	247 lbs.	240.00

STATIONARY JAW—SWIVEL BASE

No.	Size jaws	Jaws open	Wt. each	Each
R203	3 in.	4 in.	27 lbs	$ 41.60
R203½	3½ in.	5 in.	38 lbs.	48.00
R204	4 in.	6 in.	51 lbs.	54.40
R204½	4½ in.	8 in.	66 lbs.	64.00
R205	5 in.	8 in.	89 lbs.	96.00
R206	6 in.	10 in.	153 lbs.	166.00
R208	8 in.	12 in.	278 lbs.	313.00

SWIVEL JAW—SWIVEL BASE

The swivel jaw has a taper locking pin, locking the jaw as rigidly in place as in the stationary jaw type of vise.

No.	Size jaws	Jaws open	Wt. each	Each
R403½	3½ in.	4 in.	43 lbs.	$ 64.00
R404½	4½ in.	5¾ in.	75 lbs.	89.60
R406	6 in.	9 in.	164 lbs.	182.40

All above, loose

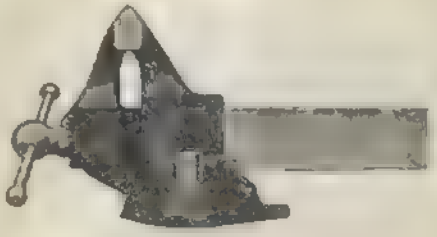
COMBINATION VISES

Jaws made to withstand strain of pipe work. Grips of hardened steel. Can easily be replaced when necessary. Grips do not project beyond face of vise jaws.

No.	Size jaws, ins.	Holds pipe, ins.	Wt. each	Each
R1C	3½	⅛ to 1½	54 lbs.	$ 56.00
R2C	4½	⅛ to 3½	83 lbs.	76.80
R3C	5	¼ to 4½	120 lbs.	121.60
R4C	6	¼ to 6	185 lbs.	192.00

Loose

WOODWORKERS' VISE



STATIONARY JAW AND SWIVEL BASE

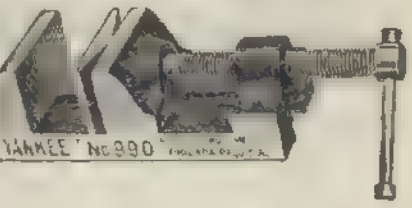
Extra long beam and high, rigid smooth-faced parallel jaws.

No.	Size jaws	Jaws open	Wt. each	Each
R224½	4½ in.	11 in.	78 lbs.	$72.00

Loose

DRILL VISES

YANKEE



For use on Yankee bench drills, or separately, attached to bench. Removable case hardened steel swivel jaw.

No.	Size jaws	Jaws open	Wt. each	Each
990	2¾ in.	3 in.	4 lbs.	$10.00

One in a carton

DRILL VISES

YANKEE

Mounted on a swivel base for use on bench. Hardened steel block with V-shaped grooves of various sizes for holding round or irregular shapes.

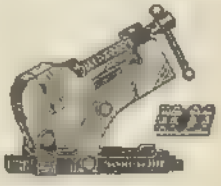
No.	Size jaws	Jaws open	Wt. each	Each
1993	2¾ in.	3½ in.	13½ lbs.	$25.20

Same vise as No. 1993 without base.

No.	Size jaws	Jaws open	Wt. each	Each
993	2¾ in.	3½ in.	5 lbs.	$18.00

YANKEE ANGLE VISE

WITHOUT SWIVEL BASE

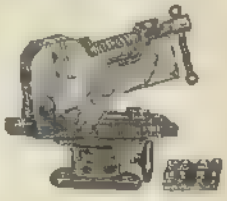


Accurately machined for angle work, drilling, milling, sawing, grinding, and filing. Grooved V-block for holding rounds supplied with each vise.

No.	Size jaws	Jaws open	Wt. each	Each
3992	2 in.	1 15/16 in.	5½ lbs.	$16.00
3993	2¾ in.	3 in.	13⅝ lbs.	23.50

YANKEE ANGLE VISE

WITH SWIVEL BASE



No.	Size jaws	Jaws open	Wt. each	Each
4992	2 in.	1 15/16 in.	7½ lbs.	$21.00
4993	2¾ in.	3 in.	17⅞ lbs.	29.00

All above, one in a carton

DEPT. 2

COMPARATIVE LIST
MACHINIST VISES

Athol	Holands	Reed	Columbia	Prentiss	Parker Superior	Parker Eclipse	Morgan	Yost	Rock Island Welded Jaw	Rock Island Renewable Jaw
612½	12½	102½	502½	511		952½	...	102½	...	...
613	13	103	503	512	803	953	30	103	91	...
613½	13½	103½	503½	513	803½	953½	35	103½	92	592
614	14	104	504	514	804	954	40	104	93	593
614½	14½	104½	504½	515	804½	954½	45	104½	94	594
615	15	105	505	516	805	955	50	105	95	595
615½	15½	105½	505½	517	805½	955½	55	105½	96	...
616	16	106	506	518	806	956	60	106	97	...
617	17	107	507	519	807	...	70	107	98	...
618	18	108	508	...	808	958	80	108	67	...
...	19	109	...	58-8½	...	...	...	99-8½	...	...
622½	22½	202½	602½	521	...	972½	...	202½	...	...
623	23	203	603	522	823	973	130	203	71	...
623½	23½	203½	603½	523	823½	973½	135	203½	72	572
624	24	204	604	524	824	974	140	204	73	573
624½	24½	204½	604½	525	824½	974½	145	204½	74	574
625	25	205	605	526	825	975	150	205	75	575
625½	25½	205½	605½	527	825½	975½	155	205½	76	...
626	26	206	606	528	826	976	160	206	77	...
627	27	207	607	529	827	...	170	207	78	...
628	28	208	608	...	...	978	...	208	...	...
...	28	209	...	...	...	...	...	..	..	...
								YOST Std / Spec		
642½	42½	402½	...	18	Victor					
643	43	403	403	...	383	...	...	70 42	...	...
643½	43½	403½	403½	19	383½	...	335	73 43	...	...
644	44	404	404	19½	384	...	340	74 44	...	...
644½	44½	404½	404½	20	384½	..	345	76 45	...	...
645	45	405	405	21	385	...	350	76½ 46	..	...
...	45½	405½	405½	..	385½	...	...	77 ..	...	...
646	46	406	406	22	386	...	360	78 ..	...	...
647	47	407	407	23	387	...	370	78½ ..	...	...
...	48	408	408	...	...	...	...	...	...	...
414½X	...	124½	124½	..	654½	..	38	...	...	...
424½X	...	224½	224½	..	674½	..	138	...	...	...

COMBINATION VISES

		Old Style	New Style							
323½X	52	31	1C	203½	181	433½	...	87	31	...	141
324½X	53	32	2C	204½	182	434½	...	88	32	...	142
325X	54	33	3C	205	182½	435	...	288½	33	...	143
326X	56	34	4C	206	183	436	...	289½	34	...	144

PIPE VISES

Athol	Holands	Reed	Columbia	Prentiss	Erie Tool	Trimo	Ridge	Nye	Green Field	Yost	Armgstrong Bros.	American Pipe Tool	
211¼	398	..	...	...	00H	4000	BY1¼	...	...	5000	7000	21	00
...	399	00	16X	...	...	400	..	000	...	600	700	..	..
212	400	0	160X	110	0H	40	BY2	00	0	50	70	22	0
..	401	...	...	...	0E	..	..	1	...	..	..	..	..
212½	402	1	161X	111	1H	41	BY2½	10	1	51	71	23	1
...	...	...	...	B	1E	..	..	...	...	61	21	33	..
214½	403	2	162X	112	2H	42	BY3½	20	2	52	72	24	2
...	...	...	...	C	2E	..	..	2	...	62	22	..	..
...	404	3	163X	113	3H	43	BY5	30	3	53	73	25	3
...	...	..	...	D	3E	..	..	3	...	63	23	35	..
..	406	64	164X	114	4H	44	BY6	..	...	64	24	36	4
...	...	...	...	..	4E	..	..	...	...	..	..	..	..
.	408	65	165X	...	5H	..	..	...	...	65	..	..	..
...	412	66	166X	...	6H	..	..	...	...	66	..	..	..
...	398C	...	...	...	...	4000B	KY1¼	...	...	..	..	41	..
...	399C	100	...	...	...	..	..	1000	...	..	..	..	..
..	400C	10	...	...	...	401	KY2	100	...	..	..	42	..
...	402C	11	..	..		..	KY2½	110	...	..	..	43	..

PIPE VISES

CHAIN PIPE VISES

WILLIAMS'—"VULCAN"

Vise can be readily and firmly attached to bench, post, or other support without the use of bolts, or screws. Drop forged jaws are saw-tempered for file-sharpening. Chains are of superior quality as those in Vulcan Tongs. Jaws, chain, nut and handle are interchangeable with similar parts of Vulcan Vise No. 1.

No.	Pipe size	Wt each	Each
21	⅛ to 2 in.	5¾ lbs.	$12.40

WILLIAMS'—"VULCAN SUPERIOR"

Overhead adjustment, the handle is on top for easy operation. Reversible jaws, drop-forged base, jaws, handle and chain-arm. Chains are of the same quality as those in Vulcan Chain Pipe Tongs.

No.	Pipe size	Wt each	Each
11	⅛ to 2½ in.	7 lbs.	$13.00

WILLIAMS'—"VULCAN"

Made from wrought steel, drop-forged jaws, tempered.

No.	Pipe size	Wt each	Each
1-V	⅛ to 2 in.	4 lbs.	$11.20
2-V	¼ to 4 in.	10 lbs.	24.00
3-V	¼ to 6 in.	18 lbs.	43.20

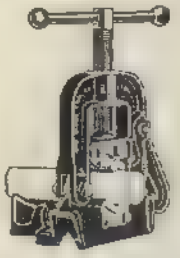
All above, one in a carton

RIDGID—BENCH CHAIN

Pipe support. 1 inch pipe bender. Equipped with Lon-Grip jaws, small pipe cannot be pulled between jaws.

No.	Pipe size	Wt. each	Each
BC-2	⅛ to 2 in.	5½ lbs.	$11.60
BC-4	¼ to 4 in.	13½ lbs	22.20
BC-6	½ to 6 in.	20¼ lbs.	39.80
BC-8	½ to 8 in.	33½ lbs.	53.20

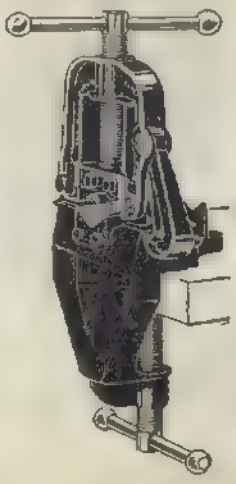
RIDGID—BENCH YOKE



With special malleable frames and hardened tool-steel jaws. Equipped with pipe support and practical pipe bender, except No. BY-1¼-inch. Lon-Grip jaws in 2-inch to 4-inch sizes.

No.	Pipe size	Wt. each	Each
BY-1¼	⅛ to 1¼ in.	3½ lbs.	$ 9.40
BY-2	⅛ to 2 in.	11½ lbs	14.10
BY-2½	⅛ to 2½ in.	12 lbs.	16.80
BY-3	⅛ to 3 in.	16 lbs	22.40
BY-4	⅛ to 4 in.	24 lbs.	30.60
BY-5	⅛ to 5 in.	30 lbs.	34.80
BY-6	⅛ to 6 in.	50½ lbs.	78.30

RIDGID—KIT YOKE



Handy portable yoke bench vise, same construction as bench yoke vise. Has vise screw clamp.

No.	Pipe size	Wt. each	Each
KY-2	⅛ to 2 in.	17½ lbs.	$17.60
KY-2½	⅛ to 2½ in.	18½ lbs.	22.80

All above, loose

REED—LONG JAW

The long jaws eliminate the tendency to mar, bend or crush any kind of pipe. The lower jaws are reversible, doubling their period of efficient service. It is equipped with a strong and convenient pipe bender.

No.	Pipe size	Wt each	Each
00-R	⅛ to 1½ in.	6 lbs.	$12.00
0-R	⅛ to 2 in.	8 lbs.	14.20
1-R	⅛ to 2½ in.	11 lbs.	16.90
2-R	⅛ to 3½ in.	18 lbs.	31.30
3-R	⅛ to 4½ in.	27 lbs.	35.20

Loose

REED—LARGE CAPACITY

The pipe jaws are cut from fine tool steel bars. The base has a flat bottom and no apron, so it can be mounted on any plane surface.

No.	Pipe size	Wt. each	Each
64-R	⅛ to 6 in.	49 lbs.	$79.00

Loose

TOLEDO OPEN SIDE

A pipe vise which eliminates the need of unlatching and tipping back a yoke, for long lengths of pipe The frame and all parts of this vise are extra heavy.

No.	Pipe size	Wt. each	Each
00-T	⅛ to 1½ in.	6½ lbs.	$14.00
0-T	⅛ to 2½ in.	12 lbs.	18.00
3-T	⅛ to 4½ in.	27 lbs.	34.00

One in a carton

POWER VISE STAND

OSTER

Drives Pipe Tools Up To 4-Inch Capacity

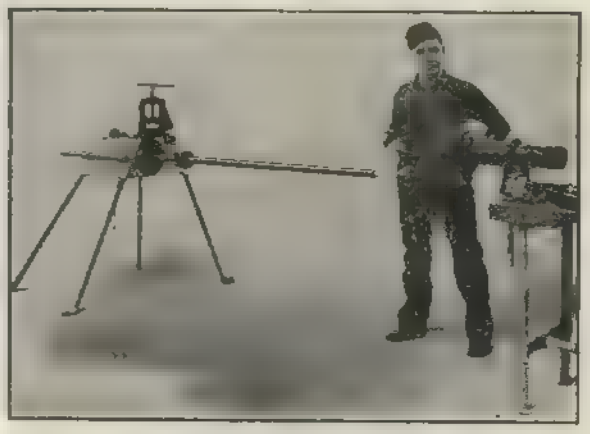


Illustration shows UNIVERSAL DRIVE SHAFT

With this new POWER VISE STAND, your regular die-stocks, cutters and reamers are converted to Power Tools. At the lowest price of any pipe machine in the history of the industry this new machine enables you to thread, cut-off, ream and turn up fittings on all sizes of pipe up to 2 inches, at the snap of a switch. With a special, universal drive shaft with which the machine can be hooked up to geared die-stocks and cutters, its range is increased to 4-inch pipe.

The extreme portability of this POWER VISE STAND makes it ideal for use out on the job as well as in the pipe shop. Width, 20 inches, height, 40 inches. Weight only 140 lbs. Machine furnished without 1-inch pipe legs, hand vise or pipe tools. Feet for front legs and universal, reversible motor and switch are furnished as standard equipment.

No.	Weight each	Each
422	140 lbs.	$320.00

Universal drive shafts for above to connect to large size stocks and dies EXTRA.

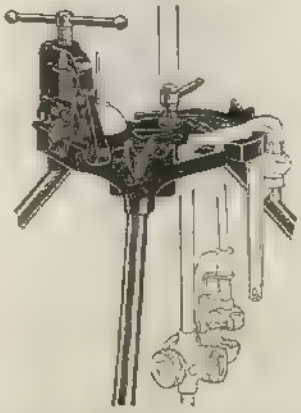
Each $50.00

One in a crate

PIPE VISES

RIDGID—TRI-STAND

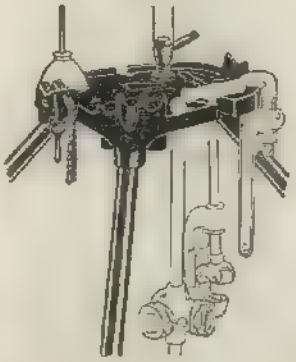
WITH YOKE



Well balanced against tipping. Adjustable ceiling brace screw and screw down feet. Pipe rest and three benders. Legs are hinged at tray.

No.	Pipe size	Wt. each	Each
TSY-2½	⅛ to 2½ in.	48 lbs.	$47.50

WITH CHAIN



Same as No. TSY-2½ except with chain vise, 4-inch capacity. Save time and work, with Ridgid Tri-Stand.

No.	Pipe size	Wt. each	Each
TSC-4	⅛ to 4 in.	45 lbs.	$50.80

RIDGID—STAND YOKE

Easily carried. 1-inch pipe bender, rear pipe support and tool tray. Strong special malleable frame and tool-steel Lon-Grip jaws. Legs and connection pipes not furnished.

No.	Pipe size	Wt. each	Each
SY-2½	⅛ to 2½ in.	23½ lbs.	$31.40

All above, loose

BENCH SCREWS

IRON

Wrought iron, double thread, movable collar, wood handle, with pinned head.

Diam. screw	Overall length	Wt per doz.	Per doz.
1 in.	16 in.	55 lbs	$34.80
1 ⅛ in.	16 in.	68 lbs	42.00
1 ¼ in.	17 in.	80 lbs	49.20
1 ½ in.	21 in.	125 lbs	58.40

One dozen in a case

BENCH STOPS

Round, may be adjusted up to 1 inch by turning the adjusting screw. Body of iron. Head of malleable iron. Face polished. Body 2 inches in diameter.

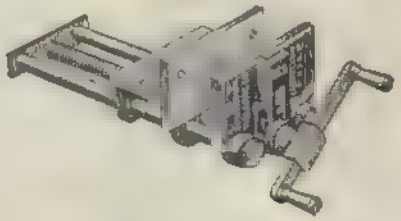
No.	Wt. per doz.	Per doz.
56	6 lbs.	$28.00

One-half dozen in a carton

WOOD WORKERS VISES

CONTINUOUS SCREW

COLUMBIAN

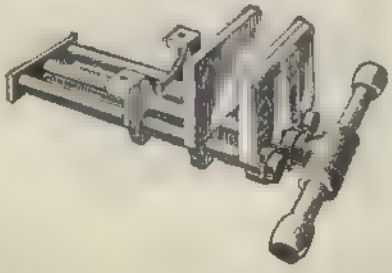


Solid nut vise designed for general use in woodworking. Adjustable steel handle, held in position by tension spring for either quick action or leverage.

No.	Size jaws	Jaws open	Wt. each	Each
5CDS	4x 7 in.	9 in.	25 lbs.	$26.10
3CDS	4x10 in.	12 in.	33 lbs	30.50

RAPID ACTING

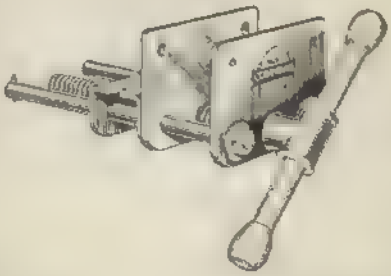
COLUMBIAN



Rapid action, positive and durable. Designed for production work where time is essential. Dog in front jaw. Hardwood handle.

No.	Size jaws	Jaws open	Wt. each	Each
1RD	4x 7 in.	9 in.	25 lbs.	$27.50
9RD	4x10 in.	12 in	33 lbs.	32.00

COLUMBIAN WOODCRAFT



Designed for homeshop work. Unbreakable heavy steel jaws. Wood handle.

No	Size jaws	Jaws open	Wt. each	Each
6C	3x6 in.	7 in.	10 lbs.	$8.00

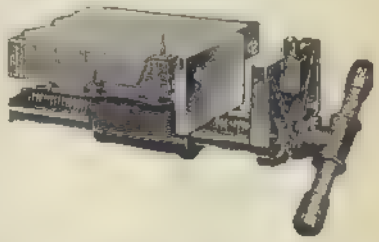
COLUMBIAN WOODCRAFT

Designed for home work shop and general use. Gray cast iron jaws, with dog in front jaw. Wood handle.

No.	Size jaws	Jaws open	Wt. each	Each
6CD	3x6 in.	7 in.	10 lbs.	$10.85

RAPID ACTING

RICHARDS WILCOX



Instantaneous adjustment. Nut is released when pressure on work is removed by slight reverse movement of handle. Furnished with stop.

No.	Size jaws	Jaws open	Wt. each	Each
430-S1	4x 7 in.	12 in.	32 lbs.	$29.50
430-S2	5x10 in.	12 in.	42 lbs.	36.50

LITTLESTOWN

Adjustable clamp-on-vise. Made of cast iron, baked black enamel finish with solid steel rod and screws.

No.	Size jaws	Jaws open	Wt. each	Each
165	5x5½ in.	3½ in.	5 lbs.	$4.60

All above, one in a carton

BLACKSMITHS' VISE

SOLID BOX

Forged steel body, jaws and hinge plate. Japanned finished body. Polished jaws box and malleable iron bench plate. Polished steel screw and sliding lever handle. Steel spring between jaws.

No.	Jaws	Opens	Wt. each	Each
35	4 in.	3¾ in.	35 lbs.	$ 29.00
50	4½ in.	4½ in.	50 lbs.	35.70
70	5 in.	5½ in.	70 lbs.	47.00
100	6 in.	6 in.	100 lbs.	75.00
150	7 in.	7 in.	150 lbs.	124.00

BORAX

Crystallized refined lump for welding, laundry, etc.

No.	Per 100 lbs.
Borax (in bulk)	$10.00

100 lbs. in a sack

WELDING AND BRAZING COMPOUNDS

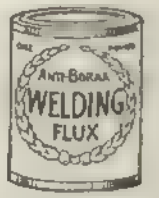
CLIMAX

A general purpose compound, designed to be applied between the lap. For making perfect welds on all grades of steel at the lowest possible heat.

Size box	Per lb.
5 lbs.	$0.42
25 lbs.	.40

Packed in a wooden box

ANTI-BORAX



Cast Iron Welding Flux
For Welding With Cast Iron Rod

Leaves the metal soft, without hard scale, eliminates pin holes and blow holes, and causes sand and impurities to rise to the top, leaving the pure metal in the weld. One pound cans.

No.	Per lb.
1	$0.84

ANTI-BORAX

Brazing and Bronze Welding Flux
For Brazing or Bronze Welding
Cast Iron and Malleable Iron
Also Unequalled for Brazing and Welding Brass, Bronze, Copper and Steel.

No.	Per lb.
2	$0.90

ALUMINUM FLUX

No. 5

Extra quality. For welding aluminum. Eight ounce cans.

No.	Per lb.
5	$2.00

Loose

E-Z

Used between laps of welds. The best for welding all grades steel. Highly recommended for electric welding.

Size box	Per lb.
5 lbs.	$0.40
25 lbs.	.38

Packed in a wooden box

HORSE SHOE NAILS

CITY HEAD
CAPEWELL

Smooth, bright, uniform nails, cold rolled by patented, precision machines. Sturdy, rigid, perfect taper blades, entirely free from waves. Will not buckle in hard feet. Sharp, perfect, reinforced point with flat bevel and square edges. Best and strongest point made. Nails drive where you want them to go. Easy to drive, easy to clinch.

In one pound cartons

No.	Per lb.
3	$1.00
3½	3.30
4	2.50
4½	1.66

No.	No. nails in carton	Per ctn
5	256	$1.48
6	250	1.62
7	250	1.62
8	250	1.74
9	256	1.74
10	251	1.74

Eight cartons in a box

STAR HAY CARRIERS

Star Hay Carriers are adjustable in width to fit any make of steel track. Carriers come equipped with trip blocks for use on **Star Double Angle Track.** Be sure to specify make of track when ordering carriers to work on track other than Star. We can supply trip blocks for most any make of track.

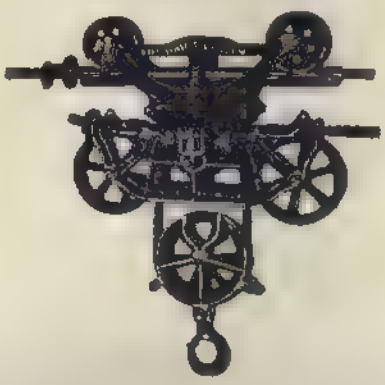
Style—Reversible, for Star double angle steel track.
Wheel Base—15½ inches, center to center.
Tracker Wheels—3 inches in diameter.
Sheaves—7 inches in diameter, grooved for both ⅞-inch rope and ⅝-inch wire cable.
Fork Pulley—Improved design, fitted with self-closing fork hook.
Trip Block—Made of best malleable iron.
Rope—Either ¾-inch or ⅞-inch Manila rope or ⅝-inch wire cable.
Finish—Gray enamel.

No	Wt. each	Each
493-A	50 lbs	$45.00

Style—Reversible, for Star double angle steel track.
Wheel Base—15½ inches, center to center, with tracker wheels 3 inches in diameter
Sheaves—Four-inch diameter. Revolve on ⅝-inch turned steel axles.
Fork Pulley—Latest design, with self-closing fork hook.
Trip Block—Made of best malleable iron.
Rope—For use with ¾ or ⅞-inch Manila
Finish—Gray enamel, trimmed in blue.

No.	Wt. each	Each
564-A	35 lbs	$37.00

FOR CABLE TRACK



Similar to the No. 493 Carrier, with the exception that this carrier is designed to operate on ⅝-inch cable, only. The trip block swings loose on the cable so that by gravity its position under the cable is maintained under all conditions. The wheel base is 15½ inches and the large rope sheaves are 7 inches.

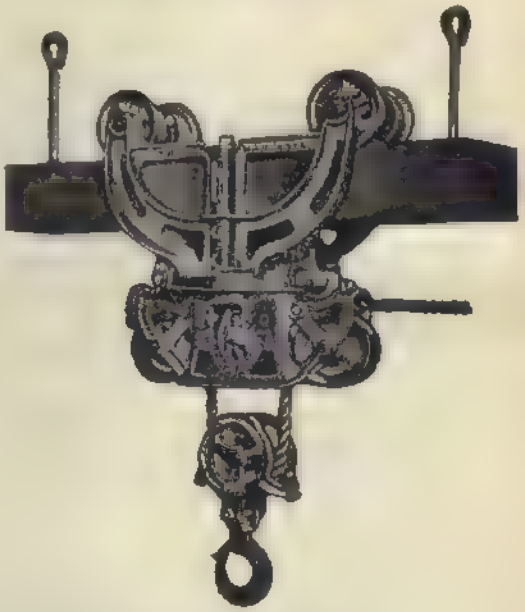
Finish—Gray enamel.

No	Wt. each	Each
496	54 lbs.	$48.00

FORK OR LIFTING PULLEYS

	Each
7-inch roller bearing as furnished with Carriers Nos. 493 and 496	$6.50
5-inch as furnished with Carriers Nos. 564 and 503	5.00

FOR WOOD TRACK



Style—Reversible.
Wheel Base—12 inches, center to center.
Tracker Wheels—3 inches in diameter.
Sheaves—4 inches in diameter.
Fork Pulley—Latest design, supplied with self-closing fork hooks for holding fork.
Trip Block—Made of best malleable iron
Rope—For use with ¾ or ⅞-inch Manila.
Finish—Gray enamel; trimmed in blue.

No.	Wt. each	Each
503	34 lbs.	$39.20

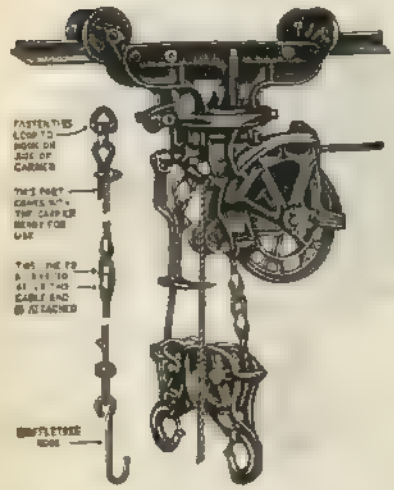
All above, loose

DEPT. 2

STAR HAY CARRIERS, TRACK AND FIXTURES

SLING CARRIER

FOR STEEL TRACK



Giant reversible roller bearing sling hay carrier. Best grade malleable iron frame. Wheel base, 17½ inches center to center, with 3-inch tracker wheels and with lathe turned, cold rolled steel axle. Sheave is 9½-inch diameter with six long cold rolled bearings contained in a housing. Malleable iron trip block. Trip rope releases carrier from trip and locks load suspended at any desired height. Long neck roller bearing sling pulleys with automatic self-closing hook.

No.	Wt each	Each
1134	68 lbs.	$84.00

DOUBLE ANGLE STEEL TRACK

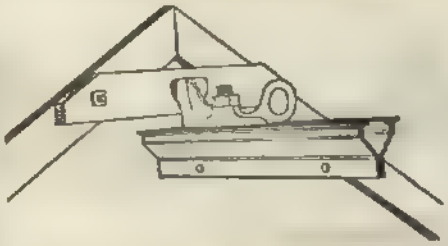
Nos. 581—Track and 583 Hangers

Double angle steel hay carrier track is built of the same material as is used in the construction of railroad rails. The two, inch by inch steel angles, separated by iron spacers, are riveted firmly together. The heavy rivets are spaced 12 inches apart so that it is impossible for the track to bend, buckle or get out of line. The construction of the track permits the hangers to be spaced to conform to the arrangement of the rafters regardless of the distance apart. Guaranteed to be as strong at the splice as at any other point.

No.	Length	Wt. per 100 ft.	Per 100 ft.
581	6 ft.	200 lbs.	$75.00
	10 ft.	200 lbs.	75.00

One splice included with each piece of track

TRACK END STOP BLOCKS



Two No. 1256 End Stops are furnished with each carrier, one for each end of track. They are used as shown in the illustration. Both should be pushed up snug against a 2x4 or 2x6 cleat bolted to the rafters. This prevents track from working endwise and keeps carrier from running off the end of the track. Carrier can easily be taken off when necessary by unbolting the cleat and stops.

For Double Angle Track

No.	Wt. per doz.	Per doz
1256 (Old No. 580)	2 lbs.	$8.20

BRACKETS AND HANGERS

FOR DOUBLE ANGLE STEEL TRACK

BRACKET

No. 1043

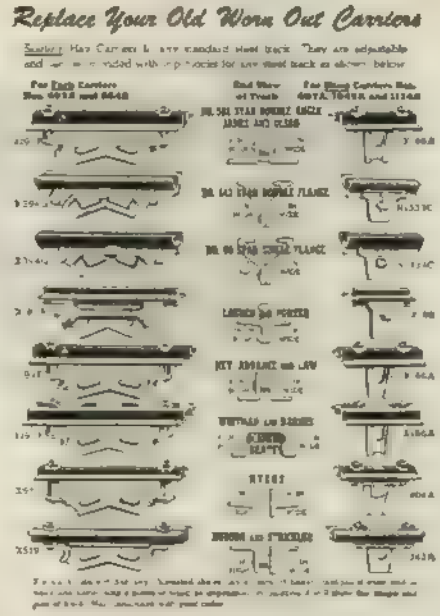
HANGER

No. 583

No. 1043 Rafter Bracket is used with No. 583 Track Hanger. This combination eliminates more than half the work of installing hay carrier track. All the brackets are nailed into place, being nailed up by a chalk line stretched from one end of the barn to the other. Length of hanger, 6 inches.

No.	Wt. per doz.	Per doz
1043 Bracket	4 lbs.	$2.00
583 Hanger	5 lbs.	5.20

TRIP BLOCKS



Star carriers used with either forks or slings can be used to replace old carriers, which do not handle the hay as well as the up-to-date Star carriers. In many cases the old track is still good. So the latest Star carrier may be used by using the correct trip block, as illustrated.

No.	For Track	Each
1197F	Star double angle	$1.90
X186A	James, Olson, Ney, Advance, Law, and Whitman and Barnes	1.90
X394G	Star double flange	1.90
N1333C	Star single flange	1.90
X187A	Louden, and Porter	1.90
X188, X95C, 1404A	Myers	1.90
X519, 1343A	Hudson, and Strickler	1.90
*1197A	For Wood Track	1.90
*1197B	For Wood Track	1.90

Average Weight, 2 lbs each

*Not illustrated.

EXTRA TRACK SPLICE BLOCKS

Double angle track is furnished with one malleable iron splice block for each length of track. Splice blocks consist of three pieces and make a positive, tight joint. This track joint splice is as strong as the track at any other point.

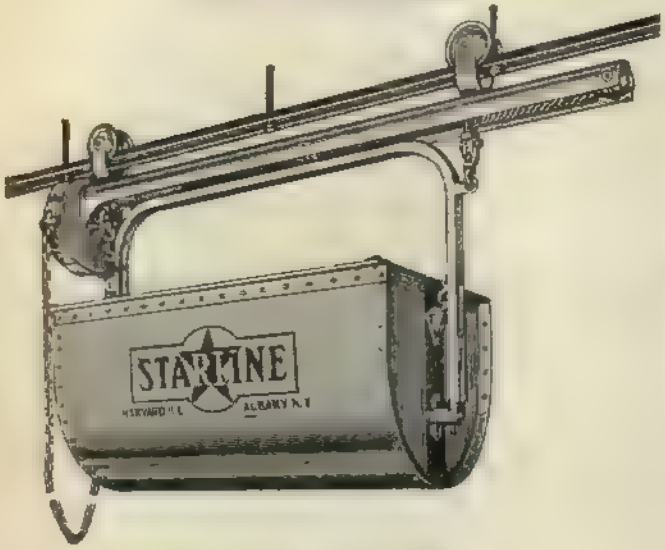
No.	Weight each	Each
582	1½ lbs.	$0.90

Note: Brackets and Hangers should be spaced about every two feet on the track.

All the above, loose

LITTER CARRIERS

STAR—STREAMLINE



No. 411 with No. 6T Tub

Easiest to raise by actual test.

Easiest and quickest to stop when lowering.

Hoisting Shaft is a simple windlass completely covered by the heavy 10 gauge steel housing which supports the shafts.

Heavy arched housing provides triple bearing for the shaft; keeps shaft from bending; holds it in line.

Bearings are oscillating; conform to any slight irregularity a strain might put on the shaft.

Tub raises level; both ends go up together.

Wrap chains wind evenly on shaft; cannot twist or pile up.

Conveyor all steel except track wheels and shaft bearings.

Can be locked only when lowering tub has been brought to a stop.

Lowering tub slowed down or stopped entirely by a slight swing of the hand chain or by a pull on the brake handle.

Operates on STARLINE double angle steel track. With switches, curves, lift-out sections and hangers of various lengths, will go anywhere and conform to any overhead arrangement.

All Working Parts Completely Enclosed by Heavy Steel Housing. Fully Protected From Ice, Snow, Dirt.

Heavy arched cover of the hoisting shaft supports the shaft and covers it, and guards against any damage from the weather.

The tripping chain and the channel bail of the tub is enclosed by a channel steel cover. This insures the perfect operation of the tub tripping device.

Heavy pressed steel case encloses and protects the chain wheel and the gears which drive the hoisting shaft.

Cut steel gears mounted in the chain wheel housing make raising and lowering easy and noiseless. They are practically wear-proof.

Standard model for ceilings up to 9 ft. high.

Tub of 18 gauge galvanized steel. One piece ends reinforced with heavy plates. Top reinforced with galvanized angles.

Size of tub, 26 inches wide, 40 inches long, 19 inches deep. Capacity, 10 bushels.

Tub is self-cleaning when dumped. Locks automatically at both ends. Heavy channel steel bail that holds it rigid.

Clearance from top of track wheel to bottom of tub—upright 42 in. For dumping tub 53⅝ in. Clearance below track 4½ inches more than above figures.

No.	Wt. each	Each
411	200 lbs.	$136.00

TUB ONLY

No.	Wt. each	Each
6T	95 lbs.	$54.50

STAR TRACK FIXTURES

USED IN CONNECTION WITH LITTER CARRIERS

DOUBLE ANGLE—STEEL TRACK

No. 581 Track Shown Equipped with No. 414 Lag Screws

This Track is also known as No. 444

No.	Length	Wt. per 100 ft.	Per 100 ft
581	6 ft.	200 lbs	$75.00
	10 ft.	200 lbs.	75.00

Includes splices.

LAG SCREWS

As shown with No. 581 Track. Should be spaced about two feet apart.

No.	Length	Wt. per doz.	Per doz
414	10¼ in.	5 lbs	$6.00
	15¼ in.	7 lbs	7.20
	17¼ in.	8 lbs.	8.40

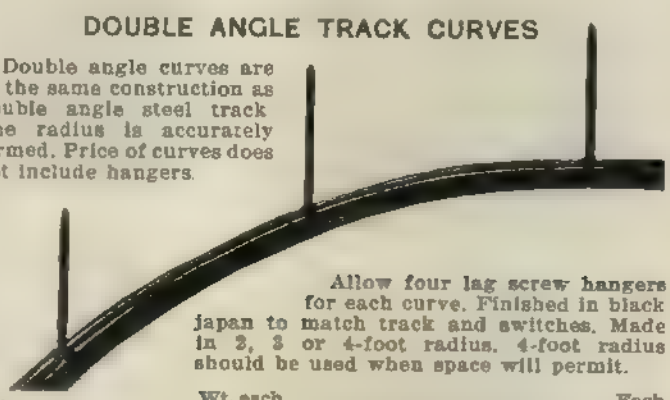
STOP BLOCKS

FOR END OF TRACK

No	Wt. each	Each
363	½ lb.	$0.60

DOUBLE ANGLE TRACK CURVES

Double angle curves are of the same construction as double angle steel track. The radius is accurately formed. Price of curves does not include hangers.

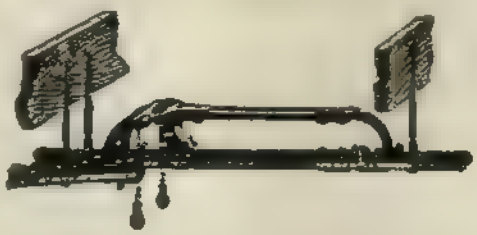


Allow four lag screw hangers for each curve. Finished in black japan to match track and switches. Made in 2, 3 or 4-foot radius. 4-foot radius should be used when space will permit.

No.	Wt. each	Each
356	12 lbs. (For use without switches)	$7.20
367	12 lbs. (For use with switches)	7.20

SWITCHES

TWO OR THREE WAY



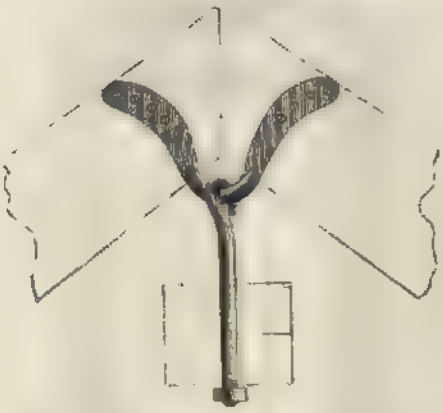
Constructed entirely of the best malleable iron, except the hinged section and the backbone, which are of the same strong construction as the track itself.

No.	Wt each	Each
207	26 lbs.	$31.20

All above, loose

STAR BRACKETS AND HANGERS

FOR WOOD TRACK



HANGER HOOKS

No. 84

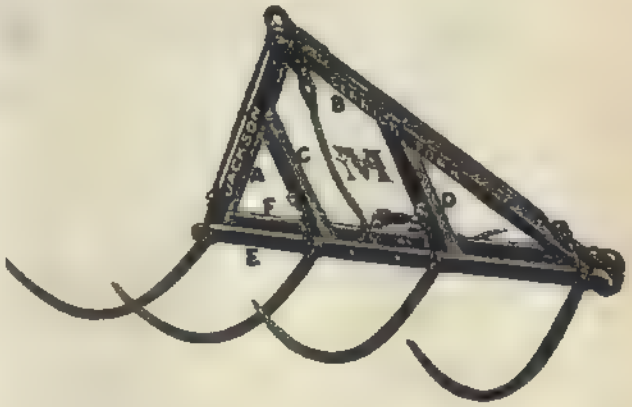
BRACKET

No. 1043

By the use of the No. 84 Wood Track Hanger and the No. 1043 Rafter Bracket as illustrated above, the track is hung directly below the peak of the roof and has the full strength and support of the rafters on both sides.

No.			Wt. per doz	Per doz.
1043	Bracket		4 lbs.	$2.00
84	Hanger	14 in.	12 lbs.	6.90

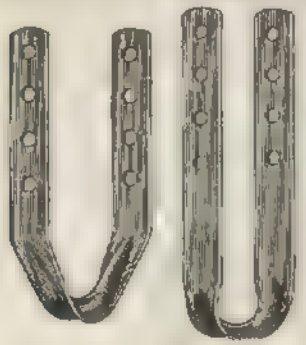
JACKSON DERRICK FORKS



Tines of best quality spring steel. Drop forged latches. Wood parts of clear hickory, bolted and riveted together. Ball is extra strong with drop forged eye

Width	Tines	Wt. each	Each
4½ ft.	4	55 lbs.	$54.50
5 ft.	6	65 lbs	65.40
6 ft.	6	70 lbs.	67.00

RIDGE POLE BRACKETS



No. 1209 No. 1218

By driving a nail in each slot it is made secure enough to hold any track Used with track hangers No. 84.

No.		Wt. per doz.	Per doz
1209	For 4x4 Ridge Pole	5 lbs.	$3.20
1218	For 2x8 Ridge Pole	5½ lbs.	4.50

MILK STOOL

STAR

Meets every sanitation requirement. Heavy channel steel legs bolted into the rim of the curved seat. Sturdy and secure in its footing. Twelve inches high.

No.	Wt. each	Each
952	4 lbs	$3.00

STEEL BULL STAFF

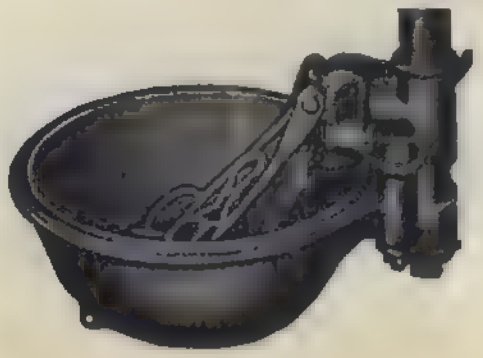
STAR

Can be operated from two places, either from the handle end, or very close up to the hook end. One method is very convenient when hooking the staff in the bull ring, the other is handy when releasing the staff Hook and handle of malleable iron and the staff is made of one-inch steel tubing. Finished in gray baked enamel.

No	Length	Wt. each	Each
724	5 ft.	6 lbs	$8.00

WATER BOWLS

STAR



For use in dairy barns. Pressure of the cow's chin causes it to work automatically, keeping the water fresh and clean. Easily removed for cleaning or sterilizing and as easily and quickly replaced. Cast iron bowl.

No.	Wt. each	Each
285	15 lbs.	$9.80

All above, loose

DEPT. 2

STAR HAY FORKS, SLINGS AND FIXTURES

LOOSE TINE FORKS

Tines special analysis forged steel 1¼ x ½ in. Each pair of tines connected by link which makes a perfectly flexible joint so that each tine may be set independently.

Hoisting Chain extra heavy ¼ in. welded chain. Trip lock simple, sturdy and dependable. Never fails to open at jerk of the rope. Never opens by accident.

	Standard	Giant
No.	526	532
Length tine, in.	26	32
Spread, ft.	6½	7½
Weight, each, lbs.	40	45
Each	$27.50	$30.00

HAY SLING LOCKS

CENTER TRIP

Closed Open

No	Wt. each	Each
954	5 lbs.	$4.40

HARPOON FORK

Made of steel. Width of tines under cross-bar, 17 inches

No.	Length	Wt. each	Each
95	25 in.	17 lbs.	$10.00
97	31 in.	20 lbs.	11.80

CABLE PULLEYS

FOR SLINGS

The edges of the throat are rounded and smooth. Each pulley is provided with an automatic self-closing sling hook, and a large eye to which rope may be fastened. Used in connection with wire cable for stacking hay.

No.	Size sheave	Wt. per set	Per set
869-C	4 in	11 lbs.	$13.50

LOCK-LEVER HARPOON FORK

The handle of the locking lever is parallel with the head of the fork, which makes it convenient, easier, and quicker to set the fork and to lock the load. Handle drops back to position after the load is locked. A jerk of the trip rope opens the lock and releases the load. Made of heavy, highly tempered spring steel with malleable fittings.

Height under bar, 30 inches. Width between tines, 18 inches.

No.	Wt. each	Each
1275	23 lbs	$24.00

HAY SLING LOCKS

END TRIP

Triple hook sling lock.

No	Wt. each	Each
591	2 lbs	$3.00

HAY SLINGS

Starline Center Trip Sling, 5-foot bars, 3 ropes.

No.	Wt. each	Each
58	23 lbs.	$22.50

Junior Rope Sling. Adjusts to 19 feet 9 inches long. Use with end trip, triple hook sling locks.

No.	Wt. each	Each
549AM	5 lbs.	$6.50

All above, loose

HAY BLOCKS

STARLINE STEEL FRAME

Curved steel top with double vertical web distributes the load from the extra heavy hook to the steel side frames. Embossing prevents rope from getting between sheave and frame. Edge of steel frame flanged to prevent rope from wearing on sharp edge.

Improved heavy duty design for ⅜-inch or ½-inch wire cable. Stronger than any similar pulley ever built. Designed to keep the hook from pulling through the top of the steel frame. Seven-inch roller bearing iron sheave.

No.	Wt. each	Each
15RB	6 ½ lbs.	$4.80

EXTRA SHEAVES WITH BEARINGS

No.	Wt. each	Each
1027-C	2 lbs.	$2.50

OILITE SELF-OILING

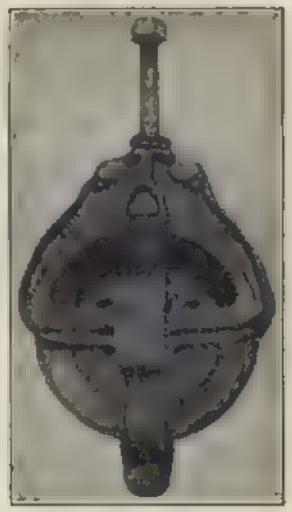
STARLINE

For ⅜-inch or ½-inch Wire Rope

Made of 14 gauge wrot steel. ⅜-inch steel hook with forged swivel head. Hook drilled for wiring. 7-inch iron sheave. Oilite bearings operate on a special cold drawn steel axle or bushing 1⅛-inch O.D. x 11/16-inch. Gray baked enamel.

No.	Wt. each	Each
313	6 ¼ lbs.	$5.60

JACKSON



No. 308-BW

No. 308-HW

These blocks have patented hardwood bearing boxes which, if kept oiled, insure durability and easy running. They have either hook or bolt to hang or bolt to floor, and 8-inch diameter sheave for steel wire cable

With Bolt for Wire Rope

No.	Wt. each	Each
308-BW	30 lbs.	$15.40

With Hook for Wire Rope

No.	Wt. each	Each
308-HW	30 lbs.	$15.40

All above, loose

KNOT PASSING PULLEY

STARLINE

For Manila rope, special design steel frame knot passing pulley. It has 6-inch Kiln Dried, oil impregnated maple sheaves, revolving on a large hollow pin. Painted Chinese red

No.	Wt. each	Each
248	3 ½ lbs.	$2.80

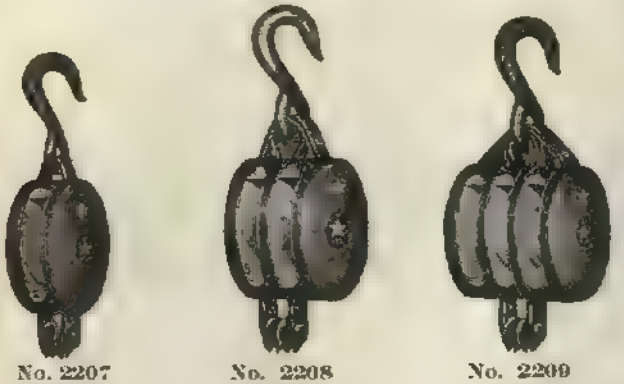
WIRE ROPE FOR HAY HOISTING IS SHOWN AND ILLUSTRATED ON PAGE 357

★ ★ ★

FOR MANILA ROPE USED WITH HAY BLOCKS REFER TO PAGE 569

WOOD TACKLE BLOCKS

LOOSE SIDE HOOKS FOR MANILA ROPE



No. 2207 SINGLE — No. 2208 DOUBLE — No. 2209 TRIPLE

Varnished hardwood shell, with Japanned cast iron sheave. Japanned wrot iron straps

Note: All single blocks shipped with Beckets, double and triple blocks without Beckets unless otherwise ordered. Specify common or patent roller bushed when ordering.

SINGLE SHEAVE

No. 2207C—Common Iron Bushed

Lgth. shell	Size sheave	Diam. rope	Wt. each	Each
3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1 lb.	$ 2.40
4 in.	2¼ x ⅝ x ⅝ in.	½ in.	1½ lbs	2.70
5 in.	3 x ¾ x ⅝ in.	⅝ in.	2½ lbs	3.40
6 in.	3½ x 1 x ½ in.	¾ in.	4 lbs	4.20
7 in.	4¼ x 1 x ½ in.	⅞ in.	6½ lbs	5.20
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	8¾ lbs.	7.20
10 in.	6¼ x 1¼ x ⅝ in.	1⅛ in.	13½ lbs	12.00

No. 2207P—Patent Roller Bushed

3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1 lb.	3.20
4 in.	2¼ x ⅝ x ⅜ in.	½ in.	1½ lbs.	3.60
5 in.	3 x ¾ x ⅜ in.	⅝ in.	3 lbs.	4.40
6 in.	3½ x 1 x ½ in.	¾ in.	4 lbs.	5.60
7 in.	4¼ x 1 x ½ in.	⅞ in.	6½ lbs.	6.60
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	8¾ lbs.	9.40
10 in.	6¼ x 1¼ x ⅝ in.	1⅛ in.	15 lbs	14.50

DOUBLE SHEAVE

No. 2208C—Common Iron Bushed

Lgth. shell	Size sheave	Diam. rope	Wt. each	Each
3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1½ lbs	$ 3.80
4 in.	2¼ x ⅝ x ⅜ in.	½ in.	2½ lbs	4.20
5 in.	3 x ¾ x ⅜ in.	⅝ in.	4 lbs	5.30
6 in.	3½ x 1 x ½ in.	¾ in.	6½ lbs	6.50
7 in.	4¼ x 1 x ½ in.	⅞ in.	9½ lbs.	8.20
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	12½ lbs	11.00
10 in.	6¼ x 1¼ x ⅝ in.	1⅛ in.	21 lbs	19.00

No. 2208P—Patent Roller Bushed

3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1½ lbs.	5.20
4 in.	2¼ x ⅝ x ⅜ in.	½ in.	2½ lbs	5.80
5 in.	3 x ¾ x ⅜ in.	⅝ in.	4 lbs.	7.20
6 in.	3½ x 1 x ½ in.	¾ in.	6½ lbs.	9.20
7 in.	4¼ x 1 x ½ in.	⅞ in.	9 lbs.	11.00
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	14 lbs.	14.80
10 in.	6¼ x 1¼ x ⅝ in.	1⅛ in.	24 lbs	23.60

TRIPLE SHEAVE

No. 2209C—Common Iron Bushed

Lgth. shell	Size sheave	Diam. rope	Wt. each	Each
6 in.	3½ x 1 x ½ in.	¾ in.	9 lbs.	$ 9.20
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	16 lbs.	14.80

No. 2209P—Patent Roller Bushed

6 in.	3½ x 1 x ½ in.	¾ in.	9½ lbs.	13.00
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	19½ lbs.	20.00
10 in.	6¼ x 1¼ x ⅝ in.	1⅛ in.	33 lbs.	31.50

All above, loose

IDEAL STEEL BLOCKS

LOOSE SIDE HOOKS FOR MANILA ROPE

No. 2307 SINGLE — No. 2308 DOUBLE — No. 2309 TRIPLE

The plates are finely rounded and are of liberal thickness. The double and triple blocks have supporting center straps, greatly adding to their strength. Hooks, straps, plates and pins are of the highest grade steel and the sheaves are gray iron. Made with supporting center straps in double blocks on sizes six-inch and larger. Specify common or patent roller bushed when ordering.

SINGLE SHEAVE

No. 2307C—Common Iron Bushed

Lgth. shell	Size sheave	Diam. rope	Wt. each	Each
3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1 lb	$ 1.90
4 in.	2¼ x ⅝ x ⅜ in.	½ in.	1¼ lbs.	2.10
5 in.	3 x ¾ x ⅜ in.	⅝ in.	2½ lbs	2.70
6 in.	3½ x 1 x ½ in.	¾ in	3½ lbs.	2.90
7 in.	4¼ x 1 x ½ in.	⅞ in.	5½ lbs.	4.20
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	7 lbs.	5.50

No. 2307P—Patent Roller Bushed

3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1 lb	$ 2.80
4 in.	2¼ x ⅝ x ⅜ in.	½ in.	1¼ lbs.	3.10
5 in.	3 x ¾ x ⅜ in.	⅝ in.	2½ lbs.	3.60
6 in.	3½ x 1 x ½ in.	¾ in.	3½ lbs.	4.40
7 in.	4¼ x 1 x ½ in.	⅞ in.	5½ lbs	6.00
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	8 lbs	7.80

DOUBLE SHEAVE

No. 2308C—Common Iron Bushed

Lgth. shell	Size sheave	Diam. rope	Wt. each	Each
3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1½ lbs.	$ 3.00
4 in.	2¼ x ⅝ x ⅜ in.	½ in.	2 lbs.	3.40
5 in.	3 x ¾ x ⅜ in.	⅝ in.	3½ lbs	4.00
6 in.	3½ x 1 x ½ in.	¾ in.	5½ lbs	5.10
7 in.	4¼ x 1 x ½ in.	⅞ in.	8 lbs.	6.90
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	10 lbs.	9.40

No. 2308P—Patent Roller Bushed

3 in.	1¾ x ½ x ⅜ in.	⅜ in.	1½ lbs.	4.60
4 in.	2¼ x ⅝ x ⅜ in.	½ in.	2 lbs.	5.20
5 in.	3 x ¾ x ⅜ in.	⅝ in.	3½ lbs.	6.00
6 in.	3½ x 1 x ½ in.	¾ in.	6 lbs	7.20
7 in.	4¼ x 1 x ½ in.	⅞ in.	8 lbs.	9.80
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	10 lbs.	13.20

TRIPLE SHEAVE

No. 2309C—Common Iron Bushed

Lgth. shell	Size sheave	Diam. rope	Wt. each	Each
5 in.	3 x ¾ x ⅜ in.	⅝ in.	4½ lbs.	$ 5.50
6 in.	3½ x 1 x ½ in.	¾ in.	7 lbs.	7.20
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	14½ lbs.	13.20

No. 2309P—Patent Roller Bushed

5 in.	3 x ¾ x ⅜ in.	⅝ in.	4½ lbs.	8.60
6 in.	3½ x 1 x ½ in.	¾ in.	7 lbs.	11.20
8 in.	4¾ x 1⅛ x ⅝ in.	1 in.	14½ lbs.	18.40

All above, loose

"PICK-UP" TRUCK
NO. 30EB
NO. 30A
AIR-O-CAR AND TRAILER
AIR-O TRAIN
NO. 30EB
NO. 30A
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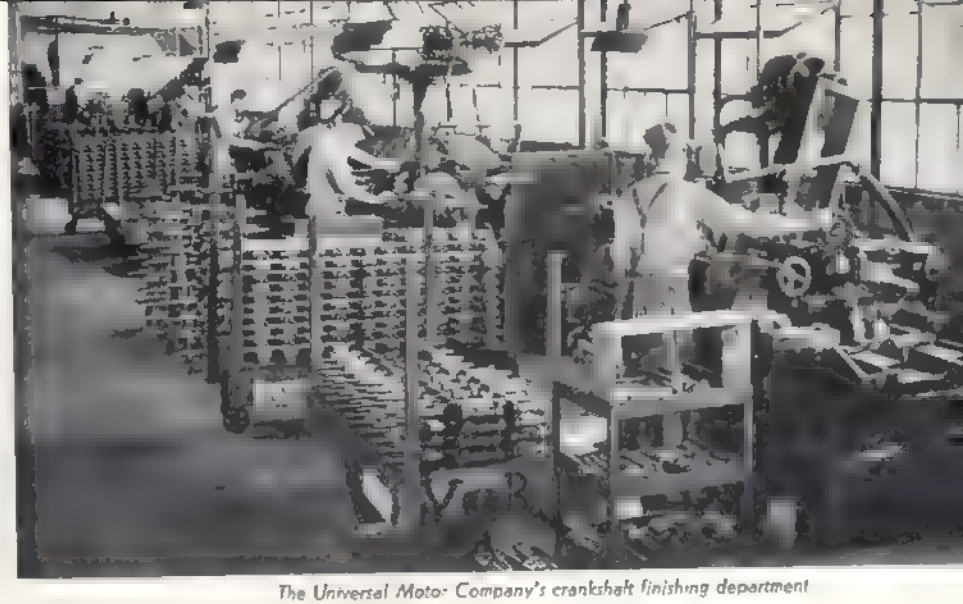
REPRESENTATIVES

WHETHER you're a speed boat fan, a fisherman, a power cruiser owner, the skipper of an auxiliary sail boat or just a guy who likes to get out on the lake in an outboard-powered canoe, your engine is an important adjunct to your enjoyment of boating. The man in any of the above categories will find just the motor he's been looking for at the National Motor Boat Show. Just in case he couldn't get to the Show, we offer these pages as a substitute. Old standbys with 1948 improvements, and new and striking models are included in the engine offerings for the year, and they're all well worth looking into, preferably at the Show; as a substitute, here.



The Universal Motor Company's crankshaft finishing department

ENGINES OF EVERY SIZE AND TYPE

UNIVERSAL 50TH ANNIVERSARY MODELS

▶ The year 1948 marks not only the 50th Anniversary of the Universal Motor Co. of Oshkosh, Wis., but will also be the occasion of its offering the most complete line of marine motors — with 1-, 2-, 4-, 6- and 8-cylinder models ranging from 8 to 141 hp. — in the company's history

Heading the list is the well-known Fisherman model, a single cylinder, water-cooled 8 hp. motor which is available in two models, with or without built-in clutch and reverse gear. Two separate models are offered in the Universal Blue Jacket Twin series, one with magneto ignition and the other having electric starting equipment. In the 4-cylinder type, five different series are in production. First is the 25 hp. Utility Four.

A newcomer to the Universal line is the Atomic Four Series. This new postwar motor is both small and compact, measuring but 26¾" over all and weighing but 314 lbs. The Atomic Four is of 65 cu. in. and develops 25 hp. at 3500 r.p.m.

The Universal Flexifour is third in a complete line of five series of 4-cylinder motors which develop 40 hp. at 3500 r.p.m. and are of 99 cu. in. displacement. The "stevedore" of the 4-cylinder group is the Superfour series. Developing 50 hp. at 3000 r.p.m., this 149 cu. in. motor incorporates numerous postwar changes

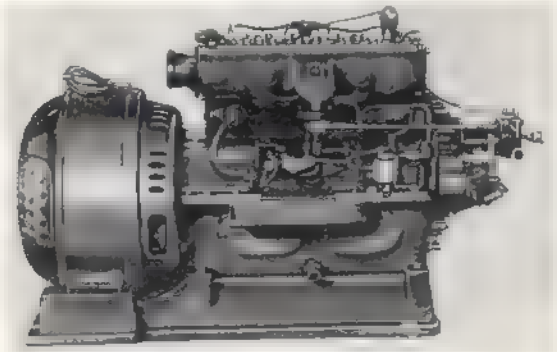
First of the Universal 6-cylinder series is the Blue Jacket Six of 148 cu. in. and 60 hp. These are built in both direct and reduction drive models with battery ignition. The 1948 Cruiser Six is a 90 hp motor of 260 cu. in. displacement with either direct drive or Universal silent herringbone drive. Optional reduction ratios are available, a new 3:1 ratio recently being added. The larger 110 hp Sea Lion Six models are also offered with 3·1 reduction gears

Universal will again offer two 8-cylinder engines. One is the 125 hp. Cruiser Eight and the other, the largest in the line is the 141 hp. Sea Lion Eight

The Blue Jacket Racer will again be available. This 130 cu. in. 4-cylinder motor provides 75 hp at 4500 r.p.m.

The company's 1948 line of marine light and power plants includes a number of new models and improvements on present ones. There are, for example 6- and 12-volt battery chargers in capacities of from 250 to 350 watts. A series of 32-volt charging plants ranges from 650 watts up to 10 kw. In addition, 110-volt plants for direct or alternating current can be supplied from 500 watts to 25 kw

All 32-volt battery chargers are now available with battery automatic controls.



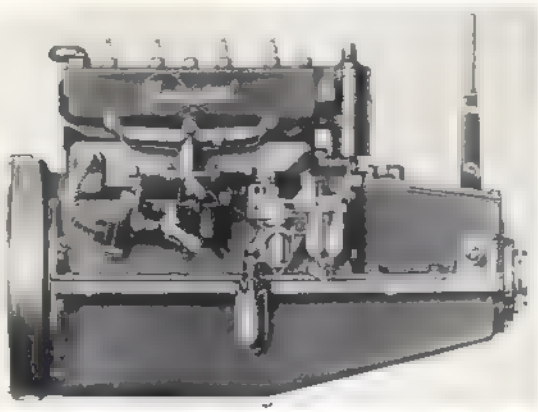
A Universal 4-cylinder marine electric plant The company's 1948 line of marine light and power plants includes a number of new models and improvements on present ones

Ahl Studio

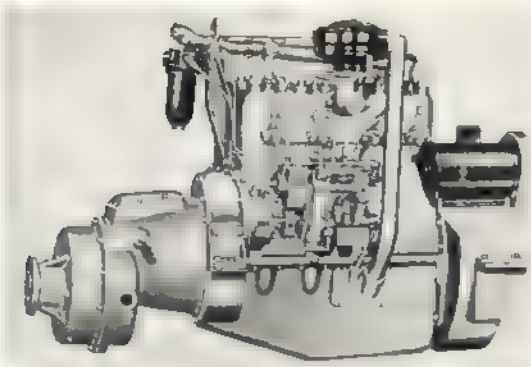
KERMATH OFFERS WIDE RANGE OF INSTALLATIONS

▶ Marine propulsion engines to fit almost every type of installation are to be found in the wide range of units on display in the booth of the Kermath Manufacturing Co., Detroit, Mich. In this highly diversified line the following units are representative

Sea Cub "Four" — This 25-hp 4-cylinder model will serve in runabouts up to 18', cruisers up to 20', small utility craft and launches, or as auxiliary power for boats up to 34 It is obtainable in direct



The Universal 25 hp direct drive Atomic Four. This postwar motor measures but 26¾" over all and weighs but 314 lbs



The "4-226" Kermath diesel with the manufacturer's straddle mounted Bulldog reduction gear. This 55-65 hp. 4-cylinder diesel is suited to a wide variety of installations

drive or with combination 2:1 reduction and reverse gear.

Sixty-one hp. "Sea-Jeep" — This model provides an exceptional turn of speed in runabouts up to 22' and, when equipped with either the Kermath Greyhound or Bulldog straddle-mounted reduction gears, it makes a compact and powerful small cruiser engine.

"Sea Prince" — This 6-cylinder engine is a new 230 cu. in. type designed to develop 100 hp. at 3600 r.p.m.

"Sea-Raider" — This 1414 cu. in. 12-cylinder valve-in-head engine combines ruggedness and exceptional power delivery. At top speeds of 2600 r.p.m. it provides 580 hp.

"Sea-Mate Special" — A compact 404 cu. in. engine of 160 hp. rating which has been primarily designed for reduction gear usage. It is available in all three types of Kermath reduction gears, having a choice of ratios in half steps from 1½:1 to 4:1.

Here are some of the Kermath diesels:

"2-127" — A small and compact unit which delivers 27 hp. at normal engine speeds and which is available with the built-in Kermath-Upton 2:1 combination reverse and reduction gear.

"4-226" — This 55-65 hp. 4-cylinder design is available in a direct drive unit or with three distinct types of reduction gears in a wide choice of gear ratios which have been designed for Kermath engines exclusively.

"6-474" — This is Kermath's largest diesel. It is a 6-cylinder engine rated at 113 hp. and is of the conventional 4-cycle design. One of the features incorporated in this model, as well as the company's 2-, 4- and 6-cylinder units, is the exclusive turbulence chamber in the combustion head.

EVINRUDE HAS NEW SPORTWIN

▶ The new model Sportwin, embodying a number of new features, is introduced at this year's Show by Evinrude Motors, of Milwaukee, Wis. A 2-cylinder, alternate firing motor, developing 3.3 hp. at 4000 r.p.m., this engine has been redesigned and now incorporates a wide variety of new accessories, among them a gasoline gauge.

A new development in carburetion gives it added flexibility and smoothness throughout its speed range. "Fore and aft" carrying handles of new design make the motor easier to handle between boat and dock, to clamp onto the stern and to steer in reverse. A "transom trigger" provides flick-of-the-finger adjustment to correct vertical driving position. There is no fuel vent or shut-off to open and close, the carburetor adjustment lever performing these duties automatically. A new type fuel filler closure, which is lever-locked and leakproof, simplifies all phases of fueling.

The Weedless Drive lower housing originally developed on this model, is incorporated in the 1948 Sportwin and has proven successful in service in all kinds of foul water. This feature is also standard on the smaller Sportsman model, a 2 hp. outboard widely used on dinghies and other small craft. Users report that the Weedless Drive housing not only keeps the engine going in thick reeds and other water growth but that it will effectively ride over deadheads, stumps, rocks and shoals.

In the higher-power brackets, Evinrude offers three 4-cylinder models, all incorporating features developed in the storm boat motors used in the invasion of Germany.

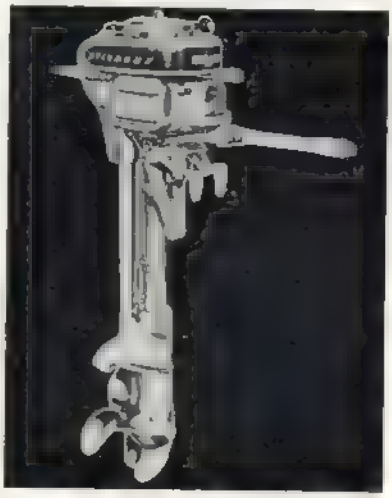
Evinrude's Weedless Sportsman is rated at 2 O.B.C. certified brake hp. at 3500 r.p.m.

GRAY ADDS A SIX-CYLINDER DIESEL

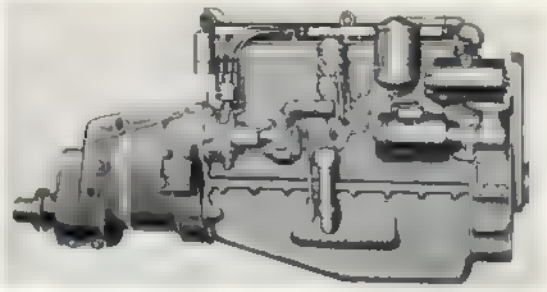
▶ The Gray Marine Motor Co., of Detroit, Mich., is offering a total of 30 different models of marine engines for 1948. The principal addition to the line is a new 6-cylinder diesel model which develops 150 hp. at 2000 r.p.m., and weighs 2050 pounds. At the other extreme is the "Light Four-69," a small engine rated at 10-16 hp. and only 29 inches over all.

For economy of manufacture and interchangeability of parts, all Gray units are built around seven piston displacement sizes. These are, in turn, subdivided into four speed groups: the "Lugger" series for working speeds of 2400 r.p.m., the "Express" series which operate at speeds of 3200 r.p.m., the "Phantom" series for speeds of 3600 r.p.m. and the "Fireball" series of engines which develop 4000 r.p.m.

A closed system of fresh water cooling is standard on all Gray diesels and is optional equipment on all other engines in this line, except the smallest "Lugers."



This Evinrude heavy duty Light Four has special reduction gear, and may be obtained with a 15" longer shaft



Kermath's 130 hp. Sea Rover, like the manufacturer's other 6-cylinder designs, has a seven main bearing crankshaft, balanced and Tocco hardened. This model is available with direct or reduction gears

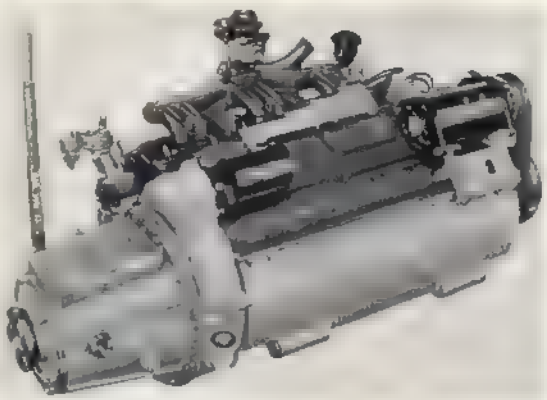
Engines with this equipment have a centrifugal circulating pump which requires no lubrication or priming. Two options of heat exchangers are available, either inboard or outboard. The latter features a compact copper "keel kooler" for installation in place of the usual water scoop This provides direct contact with the sea water and renders a sea water pump unnecessary. The length of this unit varies from 24" to 48", depending on the size of the engine. A thermostat provides positive temperature control.

Gray's standard gasoline engines feature direct cooling and are equipped with a gear-driven sea water pump with neoprene impellers.

Another new Gray offering for the 1948 season is a sealed unit instrument panel which incorporates several interesting features, including a register of engine operating hours and an automatic flash indicator, electrically operated by a thermocouple, which warns of excessive engine temperatures. Other instruments include an oil pressure gauge, a tachometer and an ammeter.

Gray also is making a line of reduction gears which includes ratios of 1.5 2, 2 5 3, 3 5 and 5 to 1. Mounting brackets to fit all engine beds are optional. Extra 6- and 12-volt generators are also available as are 12-volt starting and lighting systems to replace the standard 6-volt system.

One of Packard's new marine engines on the test block. These propulsion units are 6-cylinders, 100 hp., and 8-cylinders, 150 hp All are equipped with Packard's Fingertip Control reverse gear



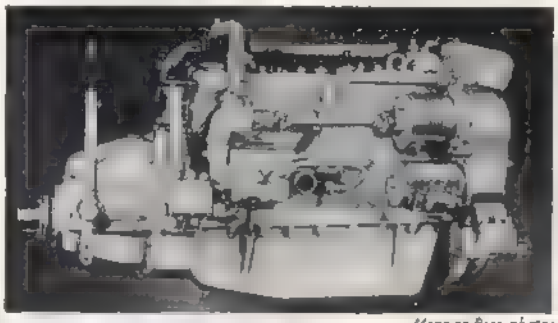
The horizontal-cylinder version of the Fageol Marine gasoline engine (left) is a space saver for installation beneath decks and cockpit floors, being less than 20" high. It develops 225 hp at 3400 r p m

FAGEOL SHOWS TWO MODELS

▶ The Marine Division of the Fageol Products Co., which came out a year ago with the first models of its horizontal gasoline engine for boats, is showing both a vertical and a horizontal version of these engines this year. The Fageol Marine Engine is produced in a 225 hp. model, turning 3400 r.p.m., or a 200 hp. model at 3200 r p m.

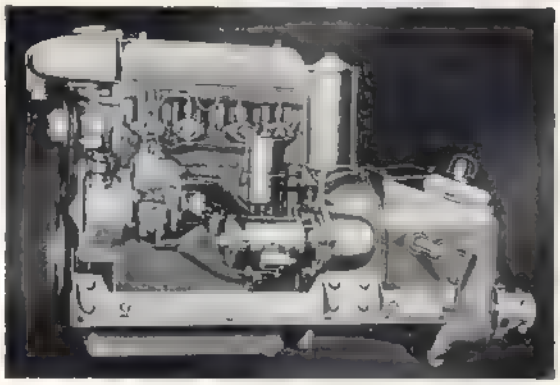
When installed horizontally, the motor has an over all height of only 19⅝" against 33" when vertically mounted, offering obvious advantages in compact installation.

Three-point, rubber-mounted suspension is a feature of these engines, as is full counterbalancing to eliminate vibration Standardized Fageol design permits right and left hand installation from the same block and head. This is accomplished in assembly by use of right or left hand pan, bell and chain housing. All other parts are interchangeable.



Gray's Express Six-226 is shown equipped with centrifugal circulating pump for use with the "closed system" with keel cooler Fresh water cooling is now available on most Graymarine engines

Manning Bros photo



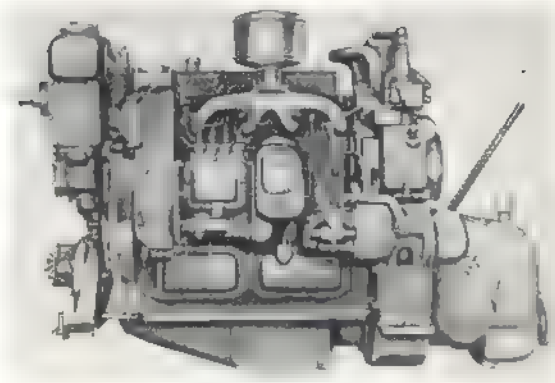
The "Four-D157" is typical of the four cycle, high speed Graymarine diesels Both Bosch injector and fresh water cooling systems are standard This model is rated at 35 hp at 1800 r p m

PACKARD SHOWS 100 AND 150 HP. ENGINES

▶ A 100 hp. and a 150 hp. marine gasoline engine will be exhibited by the Packard Motor Car Co., of Detroit, Mich. The 100 hp. engine is a 6-cylinder job, with a piston displacement of 245 cu. in. It comes in four models, one with direct drive and the others having reduction gears with ratios of 1.45 1, 2.04:1 and 2 52 1. Bore and stroke in each case are 3½" × 4¼". The weight of the direct drive engine is 920 pounds, with reduction gear from 1000 to 1040 pounds

The 150 hp. engine also comes in one direct drive and three reduction gear models, with reduction gear ratios the same as for the 100 hp motor. The larger engine has 8 cylinders, a piston displacement of 356 cu. in. and a bore and stroke of 3½" × 4⅝". The direct drive engine weighs 1200 lbs., the others 1280 to 1320

All engines are available in right and left hand rotation, all develop their rated horse power at 3200 r.p.m. and all of them are standard-equipped with Packard's Fingertip Control reverse gear, a hydraulic mechanism which literally permits reversing at the touch of a finger.



Caterpillar's D315 diesel marine engine. This is one of the six marine engines made by the firm. The Caterpillar booth will have on exhibit a complete line of parts in addition to a showing of marine films

NEPTUNE SHOWS 6 OUTBOARDS

▶ Six 1948 models of the Neptune outboard motor, made by the Muncie Gear Works, Inc. of Muncie, Ind., are displayed at this year's Show. The company has reduced the number of models formerly offered and concentrated production on these six as the most popular.

The models run from a 17-lb. single cyl., 1.7 hp. lightweight to the 2-cyl., 62-lb. Hi-Speed model developing 9.8 hp. Other models develop 2.5, 2.7, 4.1 and 6 hp., at 4000 r.p.m., and weights are respectively 30, 33, 40 and 52 lbs.

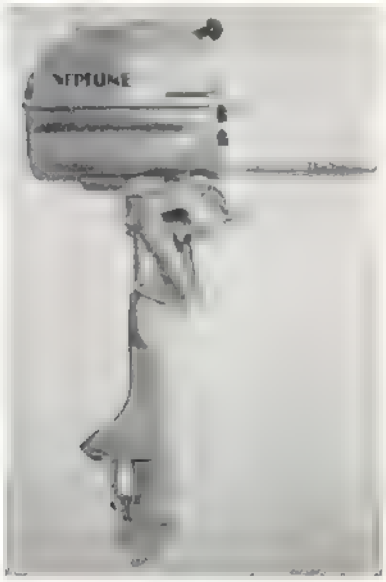
Cylinders are of aluminum alloy with cast iron sleeves and pistons of aluminum alloy. In most of the models needle bearings are used on the crankshaft and bronze on the drive and propeller shafts. Tillotson Automotive type nonflooding carburetors are standard equipment.

NEW CATERPILLAR DIESELS

▶ Three new marine diesel engine models, giving substantially increased power without additional weight as compared to the corresponding older models of this company, have been put into production by the Caterpillar Tractor Co., of Peoria, Ill. They are the D311 4-cylinder model rated at 38 b.hp. for continuous service at 1600 r.p.m.; the 4-cylinder D315, developing 53 hp., and the 6-cylinder D318, developing 80 hp., both at 1600 r.p.m. They replace, respectively, the D3400, D4400 and D4600 Caterpillar models.

An increase of ¼" in the bore, in each case, over the older models is accompanied by heavier and stronger crankshaft with larger journals and crank pin bearings; redesigned inlet and outlet manifolds, new oil pressure control systems; new fuel injection valve design; a new governor, and other improvements in the design and construction of the engines.

Caterpillar marine engines are backed by 16 years experience in building heavy-duty diesel engines. All models are of rugged, heavy-duty design, conservatively rated to permit 24-hour operation with full equipment. The Caterpillar-designed and built pre-combustion chamber type fuel system makes it possible not only to operate on low cost fuel but to run successfully for long periods at low or idling speeds without choking or fouling up.



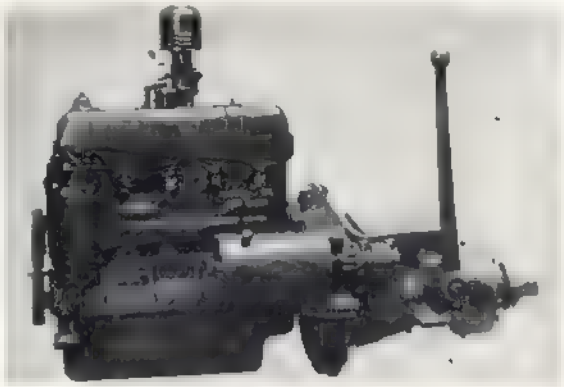
One of the new 1948 Neptune outboards

LORIMER DIESEL SHOWS "STURDY SCOT"

▶ Yachtsmen desiring a slow speed, heavy duty diesel engine will be particularly interested in the "Sturdy Scot," manufactured by Lorimer Diesel Engine Co., Inc. of Oakland, Calif., a compact unit which is available in three sizes: 10 hp. at 600 r.p.m., 12 hp. at 720 r.p.m. and 14 hp. at 800 r.p.m. With Timken roller main bearings and force-feed lubrication to main, crankpin and piston pin bearings, it is full diesel in design which assures low cost of operation.

Lorimer's standard models range from 45 to 225 hp. and from three to eight cylinders. R.p.m. are in the 600, 720, 800 range.

An inherent feature of Lorimer diesels is their extremely fast starting; even the largest models passed Navy tests starting from cold condition in 10 seconds or less. Hand cranking models start on reduced compression, and are equipped with a carburetor and high-tension magneto.



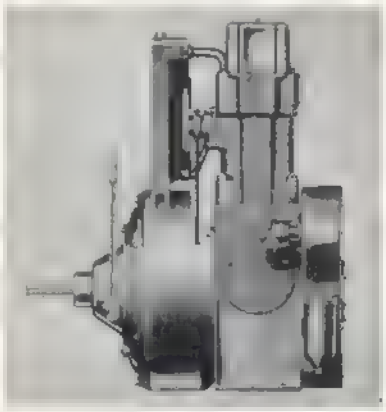
The Brennan Imp Jr., one of the smallest and lightest of the 4-cylinder engines. Weighing from 150 to 200 lbs., its piston displacement is 44 cu. in. and it develops 25 hp. at 7000 r.p.m.

Logan

BRENNAN IMP DISPLAYED

▶ Featured in the Show display of the Brennan Motor Mfg. Co., of Syracuse, N. Y., is the company's line of "midget sized" engines, the Imp series. These are four-cylinder engines of 25 hp., one with 44 cu. in. piston displacement turning up 7000 r.p.m. and the other with 50 cu. in. developing its full horse power at 5000 r.p.m. Weights are 150 and 200 lbs., respectively.

In addition to these small power units designed for small runabouts, yacht tenders and similar service, the Brennan Company's line includes 4- and 6-cylinder engines ranging from 15 to 200 hp.



Lorimer's "Sturdy Scot" diesel is available in three sizes, ranging from 10 to 14 hp. at from 600 to 800 r.p.m.

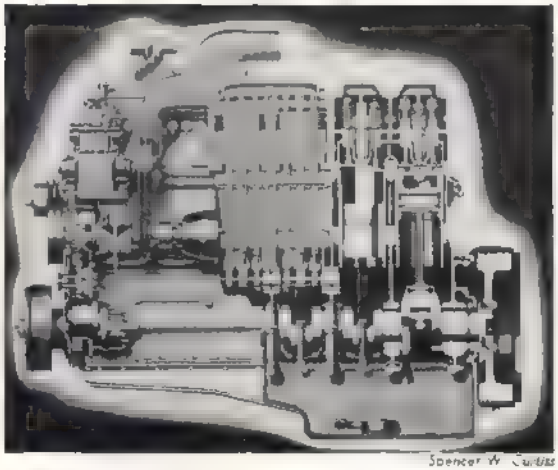
THREE MERCURY OUTBOARDS

▶ Three models of the Mercury outboard motor are currently in production in the plant of the Kiekhaefer Corp., of Cedarburg, Wis., which is exhibiting at the Show. They are the 3.6 hp. Comet, the 7.5 hp. Rocket and the 10 hp. Lightning. The Comet is a light weight single for small craft; the Rocket a twin designed primarily as an all-purpose family boat motor and the 59-lb. Lightning will drive light runabouts up to more than 30 m.p.h. Kiekhaefer has several other models in preparation.

Examples of the engineering to be found in Mercury outboards are: Mercury rotex-pump, waterproof magneto, forged steel connecting rods, multiple-disc co-pilot, una-cast gear housing, vari-timed valves and magna-pulled starters.

Mercury's KE4 Deluxe Rocket outboard

The Mercury outboards have ball and roller bearings on crankshaft, crankpins wrist pins, drive shaft and propeller shaft giving what their makers describe as "full jeweled power." In tests, Mercury motors have been in continuous operation for more than 10,000 hours without a major overhaul.



A Series NHS-600 Cummins diesel, cut away to show the working of the inner parts, features the manufacturer's display at the Show. This model will demonstrate the mechanical features of these engines, including piston action, cylinder liners, operation of dual intake, exhaust valves and other working parts

Spencer W. Curtiss

CUMMINS SHOWS CUTAWAY MODELS

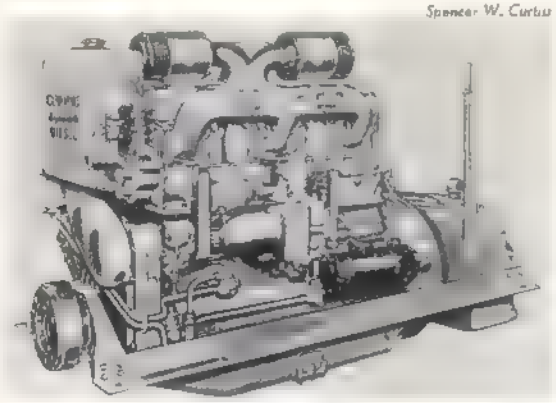
▶ Cutaway models of one of its engines and its exclusive patent fuel system are interesting features of the Boat Show exhibit of the Cummins Engine Co., Inc., of Columbus, Ind.

The cutaway sample of the Cummins Series NHS-600 engine demonstrates clearly the mechanical features of these engines, including piston action, cylinder liners, operation of the dual intake and exhaust valves and other working parts. The single-plunger, low-pressure, distributor type fuel pump will be shown both in the actuated cutaway version of the engine and in a separate fuel pump display.

In addition, Cummins is exhibiting two of its diesel engines, the models NHM and LM. The Model NHM-600 has a power rating of 132 hp. at 1800 r.p.m. for continuous heavy duty service, and a maximum rating of 200 hp. at 2100. It is shown with a Twin Disc MG-166 4.38:1 reverse and reduction gear and a heat exchanger of Cummins design with Ross elements. Other equipment includes a water-cooled exhaust manifold, variable speed Woodward hydraulic governor, Twin Disc front power take-off, centrifugal bilge pump, electric starting system, oil cooler and mounting rails.

The Model LM-600 is a 6-cylinder engine rated for continuous heavy duty at 177 hp. at 800 r.p.m., and maximum of 250 hp. at 1000 r.p.m. It is shown with a Capitol 2:1 reduction and reverse gear, heat exchanger and other equipment.

Spencer W. Curtiss

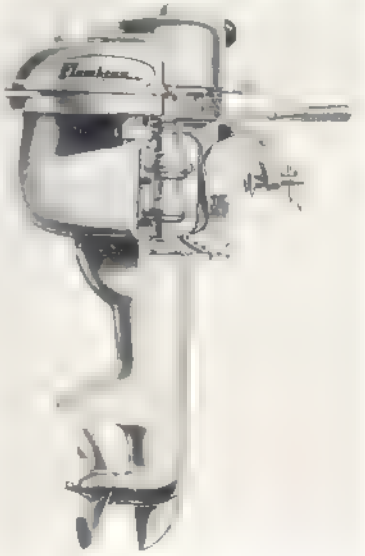


This model NHM-600 Cummins marine diesel has a maximum rating of 200 hp. at 2100 r.p.m. It is shown with a Twin Disc reverse and reduction gear and a heat exchanger of Cummins design with Ross elements

FLAMBEAU PLANS NEW MODEL

▶ The Metal Products Corp., of Milwaukee, has two of its Flambeau outboard motors on display at the Show and is planning to start production on a new and larger model this year. The models shown are the 2.5 and the 5 hp. models, the larger of which weighs only 32 lbs.

One of the Flambeau motors features its patented propeller drive mechanism, which disengages the prop when it strikes an obstruction and re-engages it as soon as the propeller is in the clear again, eliminating shear pin replacement troubles. Another Flambeau feature is the two-piece over all housing, which makes it quick and easy to remove and replace bearings, cylinder sleeves and all operating parts. Dual carburetion assures the right fuel mixtures for all speeds



Flambeau's 5 hp. outboard, O.B.C. certified at 4000 r.p.m.

Johnson Model TD is of 5 O.B.C. hp., weighs 44 lbs. and is suitable for large canoes, all types of outboard boats and as auxiliary power for sailing craft

FIVE MODELS OF THE JOHNSON "SEA HORSE" SHOWN

▶ The well-known "Sea Horse" line of outboards, manufactured by Johnson Motors, of Waukegan, Ill., is available in five models, all twin cylinder, two cycle jobs, ranging in size from the little 2.5 hp. Model HD (weighing only 31 lbs.) to the big Model PO which delivers 22 O.B.C. certified hp. at 4000 r.p.m.

No radical changes have been made in its models by Johnson since last year. It is, however, improving the quality of its service by establishing additional service stations in strategic locations and by sending service personnel to the factory for training. In spite of expanded production schedules, the company is still obliged to allot motors to its dealers and will probably have to continue this practice through the spring buying season.

The "Sea Horse" motors feature such refinements as dual carburetion, alternate firing, full pivot reverse and Johnson's Ready-Pull starter. Other features are Rubber-Flow Shock Absorber drive, which prevents shearing the drive pin when the propeller hits an obstruction, weedless propellers and Alrok treatment which offers protection to aluminum parts from salt water corrosion. Smooth operation from trolling speed to top speed is a characteristic of all Johnson motors.

PALMER BROS. PROPERTY CHANGES HANDS

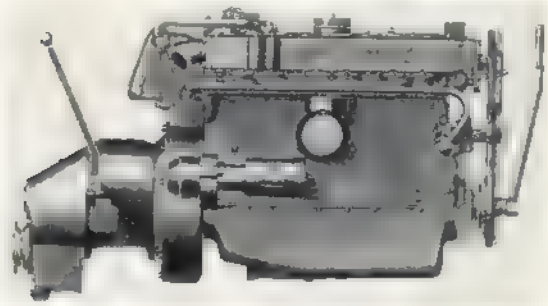
▶ Palmer Bros., of Cos Cob, Conn., pioneer engine builders, and for many years familiar to boatmen and Show visitors, come back to this year's Show under a new-old management headed by Ray Bolling who was with Palmer Bros. for 15 years in many capacities, from service engineer to sales manager, when the concern was still under its original ownership.

Mr. Bolling and a group of his old-time associates, former employees and friends of the Palmer brothers, have purchased the entire property, buildings, equipment and designs from the interests which bought control of the plant a few years ago.

On display at the Palmer booth, in its familiar location on the mezzanine at the Palace, are Model PH, RND, YT and ZR engines and the Palmer clutches.

BUDA DISPLAYS 7 ENGINES AND DIESEL-ELECTRIC GENERATOR SET

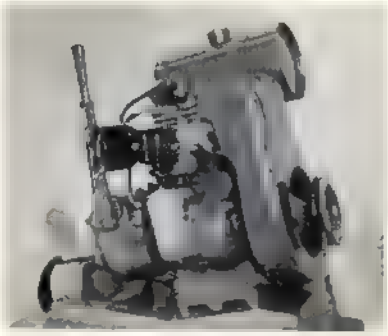
▶ The Buda Company, of Harvey, Ill., is showing seven different models of its well-known marine engines in sizes ranging from a small 40 hp. job to the big new model 8-DCMR-2505 which develops 300 hp. at 1100 r.p.m. This is the first time this motor has been shown. The new model has 8 cylinders with a bore of $6\frac{3}{4}$" and a stroke of $8\frac{3}{4}$". It is equipped with heavy duty reverse and reduction gears and has a heat exchanger cooling system. This big fellow is intended primarily for heavy duty service and would make an ideal installation for fishing and tow boats as well as larger sizes of motor yachts.



Buda's BDMR-230 60 hp. diesel marine engine. At the Show Buda will introduce an 8-cylinder marine diesel and a 15 kw. electric marine type generator

Buda is also showing for the first time a 15 kw. diesel-electric generating set which is compact in design and has controls, motor and generator mounted together on a single base. The motor is a new series BD high speed job which is compact in design and of relatively light weight. The new set will be an ideal installation for power yachts where ample electric capacity is wanted.

In addition, this exhibitor is showing six other models ranging from 40 hp. to 200 hp. — the latter being a heavy duty marine engine with a front-end power take off.



One of the single-cylinder Wisconsin air-cooled engines displayed at the Show by John Reiner & Son

REINER DISPLAYS ENGINES

▶ A line of air-cooled engines from 3 to 13 hp. is one of the features of the Show display of John Reiner & Co., of Long Island City. The engines are suitable for marine installation, some of them being equipped with clutches, and are of single and two-cylinder models.

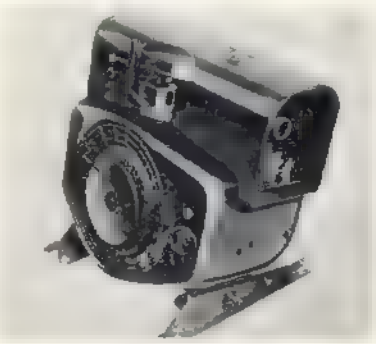
A line of battery charging generator sets, both air and water cooled, is also in this display. They are manufactured by D. W. Onan and Sons and by Continental Motors Corp., and range from 240 to 3500 watts output and from 6 to 115 volts.

In the diesel driven line, Reiner builds marine generating sets and auxiliary units to fit varied requirements. One is the Model MDGI-$7\frac{1}{2}$Y, which consists of a 2-cyl. Hercules diesel direct-connected to a $7\frac{1}{2}$ kw. generator of 32 or 115 volts.

ONAN GENERATORS AND ENGINES

▶ An economical source of marine electric current is the improved Model MKH, single cylinder, water cooled battery charging set made by D. W. Onan & Sons, Inc., of Minneapolis, Minn. Remote control electric starting is supplied with the MKH model. Models include 115-volt a.c. from 500 to 750 watts and also 6-, 12- and 32-volt battery chargers from 400 to 1000 watts capacity. The a.c. model is supplied with a 12-volt starting battery. Larger models are also available.

Onan will also display its line of air-cooled marine engines. These deluxe 2-cyl., 4 cycle, 10 hp. engines combine desirable features for smaller craft.

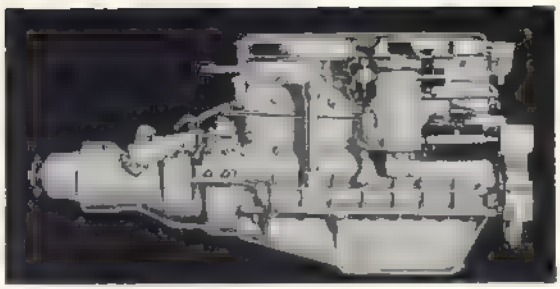


Onan model MCK-5 air-cooled marine engine

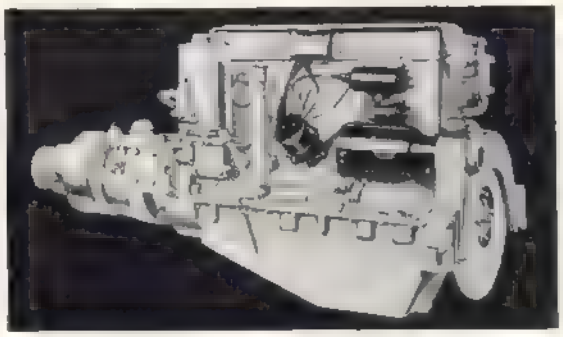
CHRYSLER MAKES SIX MODELS

▶ The Marine Division of the Chrysler Corporation offers the boating public six models, with up to date improvements, in its 1948 Twentieth Anniversary Line.

The line consists of three basic engines, the 92 hp. Ace, the 115 hp. Crown, and the 141 hp. Royal, but each model is available in a variation, with its flywheel at the after instead of the forward end of the engine, a design which in certain cases facilitates fitting the engine into the boat with a minimum of waste space. The engines are all designed, engineered and built by Chrysler.



Chrysler's "Royal" M-28 marine engine, shown with 1.43-1 reduction gear. Eight cylinders, bore 3¼", stroke 4⅞", displacement 323.5 cubic inches. Compression ratio 6.8:1



The Chrysler Crown is a popular engine used in many stock and custom built boats. It is a 6-cylinder model developing 115 hp., shown here with reduction gear of 1.43:1 ratio

A wide selection of reduction gear ratios is available with each of the engines, so that they can be adapted to efficient and economical operation in different types of craft, from heavy work boats and auxiliaries where a slow-turning, big-diameter propeller is a necessity, to light, high-speed runabouts where direct drive produces the best results. Helical reduction gears, with a high degree of interchangeability, can be assembled in four different positions to accommodate various shaft angles and to fit into diverse interior layout plans in different boats.

The full-ball-bearing planetary reverse gear, designed and built by Chrysler, eliminates brass bushings and has anti-friction ball bearings, while pinions in all reverse gears are needle-bearing mounted. Molded woven friction material is used in the reverse band, and the gear is lubricated under pressure from the main engine lubricating system. Clutch plates are grooved to insure proper lubrication and prevent scoring.

Engine temperatures are thermostatically controlled, to keep them at the desired level for fuel and oil economy. The engines have a combination oil cooler, heater and filter, of full flow type. The oil is thus filtered before it goes to the engine bearings, cooled in the crankcase, and is warmed when the engine is cold and cooled when it is too hot.

Corrosion resistant electrical equipment is used on these engines, and generators are waterproofed. A new rubber water pump gear, with a capacity of 15 gallons per minute, is built to withstand abrasion and corrosion and to pass hard particles through without damaging the gears. Stainless steel valve springs are used, and lightweight aluminum pistons help give the engines a high rate of acceleration.

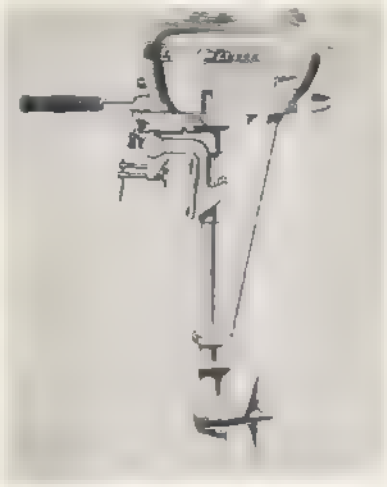
Backing the engines is Chrysler's nation wide parts distribution, through some 175 Chrysler marine dealers, to insure both yachtsmen and work boat operators a minimum loss of time in commission for making repairs.

LAUSON AIR-COOLED AND OUTBOARD ENGINES

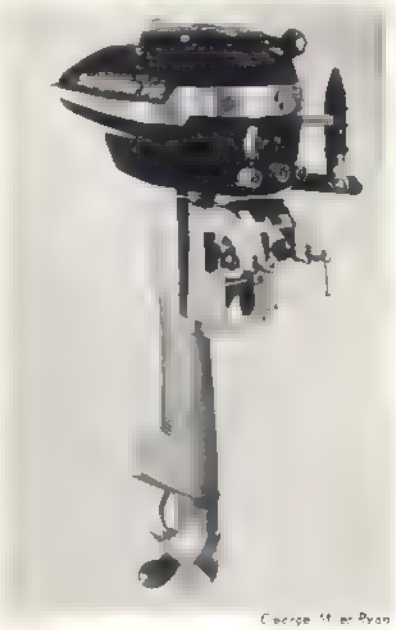
▶ Inboard 4-cycle air-cooled engines and a 2½ hp. air-cooled outboard will be featured by The Lauson Co., New Holstein, Wis., in its booth at the Motor Boat Show.

The distinctive features of the Lauson air-cooled inboard engine are well known. The 4-cycle design and principle of their engines, together with the high tension magneto and marine type carburetor give instant starting. Pertinent among their design characteristics are: thrust bearings incorporated in the crankcase, installation possible at angles up to 15°, aluminum and die-cast parts processed to withstand the corrosive action of salt water spray, special float feed carburetors, throttling to trolling speeds. These engines turn up from 1800 to 3000 r.p.m., and develop from .86 to 4½ hp.

The Lauson Sport King 4-cycle air-cooled outboard is designed to use gasoline and oil separately. It is of 2½ hp. at 3000 r.p.m.



The Lauson 2½ hp. Sport King

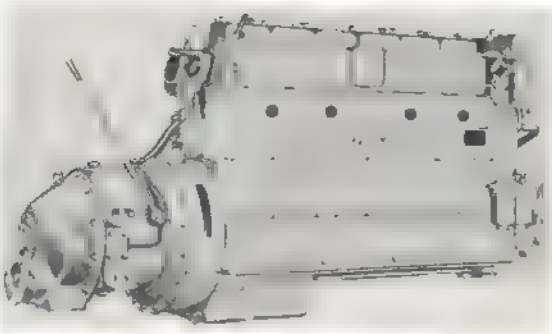


Scott-Atwater's 1-12, a new 1948 model

SCOTT-ATWATER OUTBOARDS

▶ Two new outboard motor models, the 1-12 and the 1-20, are announced by the Scott-Atwater Manufacturing Co., of Minneapolis. The former is a single-cylinder motor, producing 3.6 hp. at 4000 r.p.m., weighing 40 to 43 lbs. and costing $107 to $117. The 1-20 is a twin, putting out 7½ hp. at 4200 r.p.m., weighing 51 lbs. and priced at $165. In tests of the new models, each throttled down to a trolling speed of under a mile an hour, while they attained top speeds of 12 m.p.h. and 20 m.p.h., respectively.

Improvements in these motors include a practically floodproof valving system; a



The Atlas diesel 6-cylinder model 6 ES253 is of 135 b.hp., and 900 r.p.m. Of the 25 models in the Atlas line, a diversified group will be on display at the Motor Boat Show

new magneto which gives a high-energy spark at low speed; instantly detachable skirts, to facilitate getting at the parts; a porous metal fuel filter; and a new automotive type concentric bowl carburetor, according to C. E. Scott, president of the company, which he says set new production records in 1947. He expects to increase them, with a large factory addition, this year.

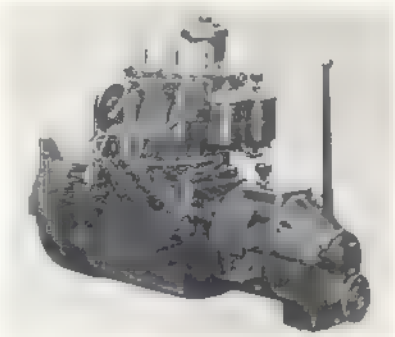
DIVERSIFIED ATLAS DIESELS

▶ For the past 34 years the Atlas Imperial Diesel Engine Co. of Oakland, Cal., has been building a diversified line of marine engines and, of the 20 odd models now in production, a representative group will be on display at this year's Motor Boat Show.

Of special interest to the yachtsman are one 4-cylinder and three 6-cylinder engines. The Atlas 4EM253 has 4-cylinders, turns 900 r.p.m., develops 90 hp., has jerk pump fuel injection system, gear drive and weighs 6400 lbs. Model 6EM253 is a 6-cylinder engine of 135 hp., at 900 r.p.m., with jerk pump fuel injection system, gear drive, and weighs 8250 lbs. Models 6HM2124 and 6HM3358 are both 6-cylinder engines. The former is 425 hp. at 325 r.p.m., while the latter is 600 hp. at 300 r.p.m. Both are direct drive.

HALLET MAKES SMALL DIESELS

▶ Small marine diesels, of 8 and 18 hp., are a specialty of the Hallett Mfg. Co., of Inglewood, Calif. The 8 hp. is a one-cylinder power unit of 50 cu. in. piston displacement, weighing 660 lbs., with a



Hallet's 2-cylinder, 4-cycle, 18 hp. diesel engine with 2½:1 or 3:1 reduction gear

length of 37½" and height above crankshaft of 22", while the 18 hp. model is 2-cylinder, weighing 810 lbs. and taking a length of 49" and height of 25" for installation. Each develops its rated horse power at 1500 r.p.m., and the cylinders are 3⅞" bore by 4¼" stroke. Available accessories for these engines include reduction gears, 12-volt electric starting, and fresh water cooling equipment. The same engines are available in yacht generator units.

RED WING SHOWS NEW MODEL

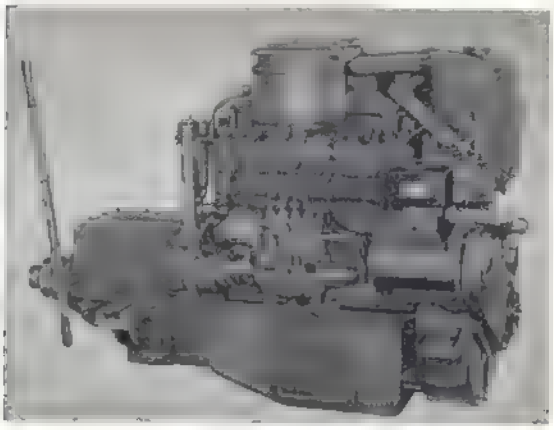
▶ Feature of the exhibit of the Red Wing Motor Co., of Red Wing, Minn., is a new model, compression ignition, solid injection "full diesel" for heavy duty service. The engine shows a maximum power of 79 hp. at 2600 r.p.m. and at 1900 r.p.m., the recommended speed for continuous operation, it produces 65 hp. Bore and stroke are 4¼" × 4½", piston displacement is 255 cu. in. and the weight approximately 1250 lbs. It is available either with direct drive or with 2:1 or 3:1 reduction gears, and is especially suited for a variety of boats from 25' to 50'.

A complete fresh water cooling system is regular equipment on the new engine. The electric starting system is 12-volt and of extra high capacity. Glow plug for cold weather starting is also supplied. The engine features the overhead valve system, and removable dry sleeve cylinder inserts. It has a large capacity oil cooler and adequate fuel, oil and air filtering system.

Other Red Wing models in present production include three sizes of spark diesel marine engines from 42 to 140 hp. and seven gasoline models from 7 to 140 hp., six of which will be at the Show.

NEW CHAMPION OUTBOARD

▶ A new addition to the line of Champion outboard motors, the model 4K Deluxe Alternating Firing Twin, will be introduced at the Show. This motor will develop 7.9 hp. at 4200 r.p.m. Weighing but 47 pounds, it is of the alternate firing type, dual rotary valve and full reverse.



The new Champion model 2K standard single cylinder outboard (upper right) of 4.2 hp. It weighs but 36 pounds. The new 4-cylinder, 65 hp. "full diesel" (left) which will be seen at the Red Wing Motor Co. exhibit

Two other models to be featured this year are the 1K Standard Single and the 2K Deluxe Single. These two motors have identical power heads, developing 4.2 hp. and the Deluxe model has full reverse and built-in Pull-o-Matic starter. The standard model weighs 36 lbs. and the Deluxe 37½. Both feature the company's new built-in silencer. Champion is now perfecting a new 22 hp. model.

All 1948 models contain a non-vibrating "co-pilot" which keeps the boat on a steady course when the hand releases the tiller, a silent-pull starter and a non-back pressure expansion chamber.

Champion outboards are manufactured by the Champion Motors Corp., Minneapolis, Minn.

MARTIN MOTORS HAVE MECHANICALLY CONTROLLED VALVES

▶ The Martin Motors division of the National Pressure Cooker Co., of Eau Claire, Wis., has embarked on an expansion program. Part of the new plant is already in production on the Martin "60" (7.2 hp.) and the Martin "40" (3.8 hp.).

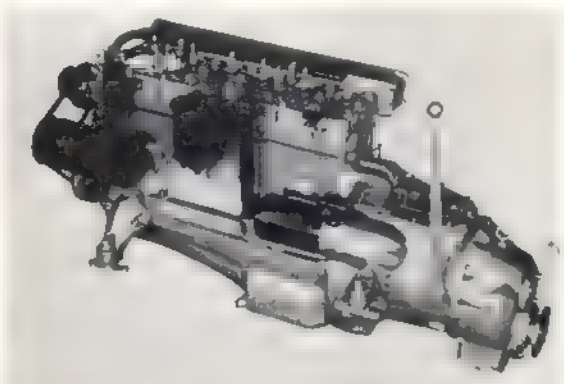
The new Martin "20" (2.5 hp.), capable of extremely slow speeds which makes it particularly suited to trolling, is being introduced to the public at the New York Boat Show. All Martin motors feature mechanically controlled poppet valves, a leakproof filler cap and vertical adjustment, which may be altered while under way.

Martin Motors new "20" is of 2.5 hp

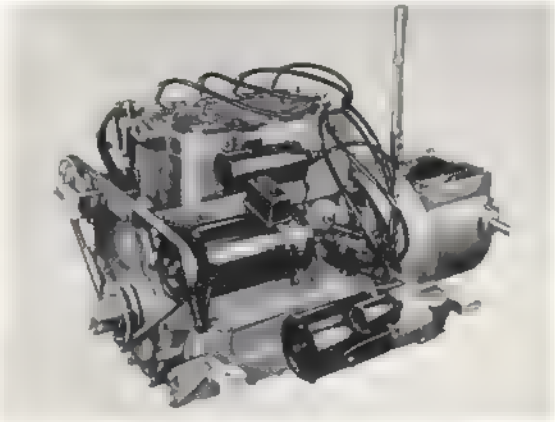
FLAGSHIP OFFERS INFORMATION BOOK

▶ In line with the Flagship Co.'s policy, it is offering an Owner's Information Book which is in no sense an ordinary "catalog." The new book is well illustrated with line drawings and is written in non-technical language. Although, naturally, describing the Flagship engines in detail, the book is intended as a guide to the important features of any marine engine. The book is free for the asking and may be secured at the Show or by writing to The Flagship Engine Co., Lynch Cove, Baltimore 22, Md.

The Flagship 6-cylinder engines in both direct and reduction gear drive models offer numerous features of advanced design. They are compact and occupy small space for their power. The 72-lb. crankshaft develops almost no vibration due to both static and dynamic balance, counterweights being cast integrally with the shaft. Alloy timing gears, rubber mountings and individually ported fuel distribution add to the engine's efficiency and quiet operation. The camshaft design gives a comparatively flat engine torque engine curve, indicating high efficiency throughout cruising range.



Alloy timing gears, rubber mountings and individually ported fuel distribution are features of the Flagship 6-cylinder engines in both direct and reduction gear drive models

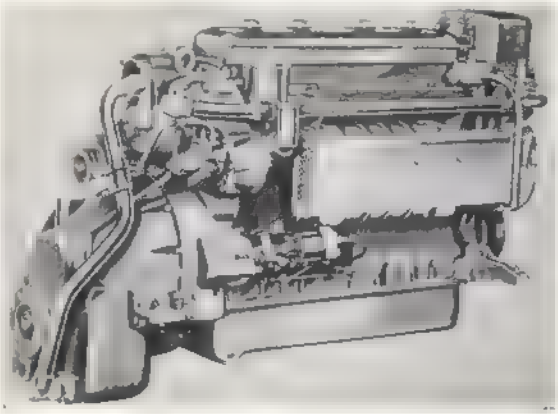


The Arnolt Sea-Mite engine weighs as little as 181 lbs. in its lightest form. Various models produce 5.8 hp. at 800 r.p.m., 14.2 hp. at 1800 r.p.m. and 20.2 hp. at 2800 r.p.m.

ARNOLT SEA-MITE ENGINE

▶ Minimum weight and dimensions for an engine producing up to 20.2 hp. are found in the Sea-Mite four-cylinder engine built by the Arnolt Corp., of Warsaw, Ind. Producing 5.8 hp. at 800 r.p.m., 14.2 hp. at 1800 r.p.m., and 20.2 hp. at 2800 r.p.m., this little power plant has been used successfully in small craft of all types from fast, light runabouts to heavy auxiliary cruisers, reduction gearing up to nearly 4:1 ratio being available for the heavier work.

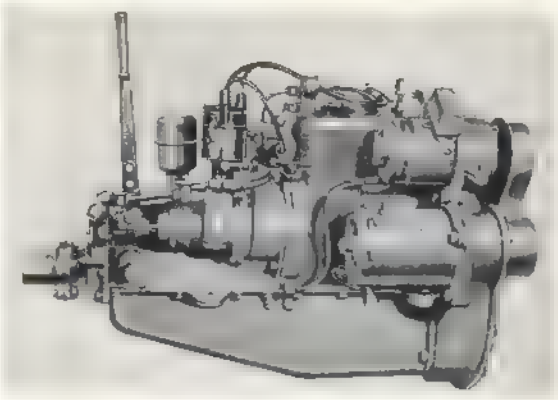
The Sea-Mite weighs as little as 181 lbs., in its lightest form, and has a width of 16" and an over-all length of less than 30". It is built in fresh and salt water models and with either light or heavy flywheel, depending on the type of duty for which it is desired. Accessories are all of standard, well-known makes. The engines are priced up to $444, for the heavy duty salt water model, with reduction gears costing from $98 to $190 extra.



This 6-cylinder 200 hp. General Motors Series 71 marine diesel is equipped with hydraulic reverse gear. By utilizing the engine flywheel as a functional part of the reversing mechanism, savings up to 40 per cent in gear box space have been achieved

GM DETROIT SHOWS VARIED LINE

▶ The Detroit Diesel Engine Division's exhibit will feature a variety of models for both propulsion and auxiliary power. The General Motors Series 71 2-cycle diesels displayed range in size from 2 to 12 cylinders and from 65 to 400 shaft hp. Most significant advance in the 1948



United States Motors Corp.'s 10 hp Model BX35 is a 2-cylinder, water-cooled engine turning 2200 r.p.m. Of 39 cu in. displacement, it weighs 265 lbs Standard equipment is electric starter, generator, battery ignition and built-in reverse gear

Series 71 propulsion engines is the introduction of 1 to 1 gear ratio models in 3-, 4- and 6-cylinder sizes which replace all of the old direct drive units. The standardization of gear case design accomplished by this change has materially reduced the dimensional variations between models and accounts for considerable speed-up in distributor delivery ability. Fuel savings up to 9 per cent are possible as a result of the use of smaller output injectors, which in turn have been made possible by the enlargement of cylinder liner intake ports.

With the exception of the 2-cylinder units, the entire line of propulsion power plants is equipped with hydraulically operated reverse gears so assembled as to form an integral component of the engine itself Perhaps the foremost advantage of the GM hydraulic reverse gear is the saving in over-all size. By utilizing the engine flywheel as a functional part of the reversing mechanism, savings up to 40 per cent in gear box space have been achieved. Series 71 marine diesel engines are available in a wide variety of gear ratios ranging from 1:1 to 6:1.

Of particular interest is the display of a pair of matched 200 hp. 6-cyclinder diesels especially designed for twin screw installations. Port and starboard engines rotate in opposite directions and each is equipped with outboard manifolds. Also shown is a diesel "Twin 6" power plant capable of producing 400 shaft hp. and demonstrating the possibility of obtaining high horse power output with small high speed engines when constructed as multiple units.

Generators on display are a 60 kw. self-contained set driven by a 6-cylinder engine rated at 90 continuous hp. and a 20 kw. packaged outfit powered by a Series 71 2-cylinder diesel with a rating of 33 continuous hp.

It is interesting to note that many basic engine parts such as bearings, connecting rods, pistons, fuel pump and valves are interchangeable in all of the Series 71 models, both auxiliary and propulsion, regardless of size.

One of the highlights of the exhibit is a chromium plated rotating cutaway of a 3-cylinder Series 71 engine.

TWO NEW U. S. ENGINES

▶ Two new Falcon marine engines will be introduced at this year's Show by the United States Motors Corp., of Oshkosh, Wis.

One is a 1¾ hp. one cylinder engine which has a 2" bore, 2" stroke, 6.28 cubic inch displacement, and operates at 2800 r.p.m. The other new 1-cylinder model, which is of 7 hp., operates at 2800 r.p.m. It has a 3" bore, 3¼" stroke, 22.97 cubic inch displacement and weighs 160 pounds. Both engines are available with direct drive or with built-in clutch. The new U. S. 2-cylinder engine is rated at 10 hp. at 2200 r.p.m. and has a built-in reverse gear. It is available for hand cranking, or with a 6-volt starter and battery ignition.

The U. S. line of air-cooled marine engines will, as in previous years, consist of units of 1¾, 4 and 7 hp. and will be available with either direct drive or built-in clutch Heavy duty Falcon engines of one cylinder at 5 hp. and two cylinders at 10 hp. will be standard in 1948. Both models come with battery or magneto ignition and with direct drive or with built in reverse gear.

The firm's 1948 line will include a wide variety of marine electric plants, including a new 1500 watt unit weighing but 330 lbs. Its design permits a wide diversification of application. In addition there will be exhibited a new four cylinder diesel unit which provides 10 kw. 125 volt service. It weighs 1300 lbs.

SHIPFITTINGS TO SHOW ENGINES

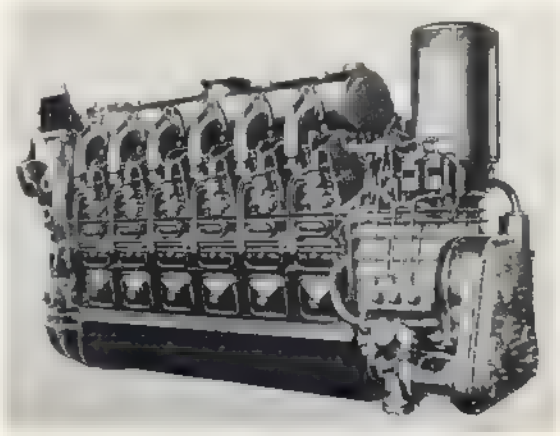
▶ Gladden Bee-Line air-cooled marine engines, manufactured by Gladden Products Corp., of Glendale, Calif., will be featured in the engine exhibit of Shipfittings Inc., of New York, N. Y. The Bee-line engines come in 4, 6 and 7½ hp. sizes. Each size will accommodate Shipfitting's own clutch and reverse gear. Also included in the exhibit are Bacor reverse gears, manufactured by the Downey Machine Co., of Downey, Calif., and the Chinook reverse gear, made by the Olympic Manufacturing Co., of Seattle, Wash The Chinook gear is designed especially for high speed inboard air-cooled engines up to 10 hp. It weighs only 17 lbs. and measures 6" by 8" by 14", but its maker says that it is husky enough for heavy duty towing jobs. Olympic also produces a one-way clutch operating on the same principle as the gear.

GM CLEVELAND SHOWS 1200 HP. DIESEL

▶ The Cleveland Diesel Engine Division of General Motors Corp. will exhibit its Model 278A, 1200 hp. diesel. This is a 12-cylinder, 2-cycle engine of steel-type construction designed for ship propulsion. It utilizes the GM unit fuel injection system and uniflow scavenging.

This engine during the war provided propulsion and auxiliary power for many types and sizes of American war craft. With it, together with a small auxiliary, General Motors is enabled to install the complete power plant, including main and auxiliary power, for ships of all sizes. The 278 engine is available in either 6, 8 or 12-cylinder units and is supplied with direct-connected generators for electric drive or with airflex clutch and reverse gear. Auxiliary engines range in size from two cylinders with 20 kw. to six cylinders with 60 kw. One of the most popular is the Model 71, a 2-cylinder, 20 kw. marine generator set for auxiliary power.

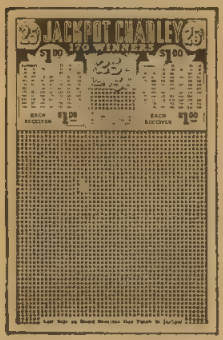
The war record of these engines extended from supplying the main and/or auxiliary power in battleships, submarines, crash boats and DEs to supply-



This Model 278A General Motors diesel will be exhibited at the Motor Boat Show It is a 12-cylinder, 1200 hp. engine and is supplied with direct-connected generators for electric drive or with Airflex clutch and reverse gear

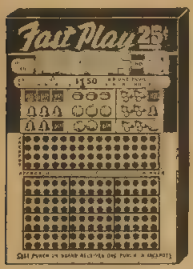
25¢ Charley BOARDS

No. 448d—Texas Charley. The latest sensation in 25c Charley boards that reaches a new high in fast profits. Made in extra large 1200-hole size at 25c per sale. Takes in $300.00 and has average payout of $197.72 Each **$1.70**

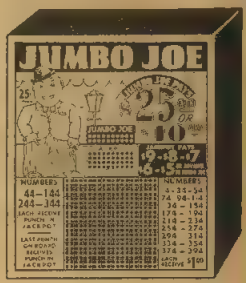


No. 835—Jumbo Jackpot Charley. One of the fastest selling boards on the market. In popular thick style, it features newest super jumbo extra large holes. Supplied in 1000-hole size at 25c per sale. Takes in $250.00 and has average payout of $197.90 Each **$3.28**

No. 485—Jackpot Charley. A 25c board with plenty of winners! Extra thick jackpot style. Made in popular 1 000 hole size at 25c per sale. Takes in $250.00 and has an average payout of $197.90. Each **$1.29**



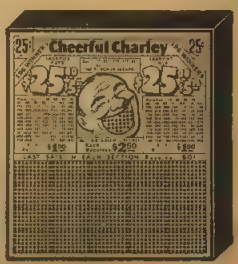
No. 829—Fast Play. Approximately every tenth punch a winner. Supplied in 120-jumbo hole size with slot style tickets at 25c per sale. Takes in $30.00 and has an average payout of $15.40. Each **$2.03**



No. 519—Jumbo Joe. Brightly colored and humorously illustrated. Supplied in 400-hole size at 25c per sale. Takes in $100.00 and has an average payout of $47.00 Each **$2.25**

No. 4400—E-Z Pickin' Junior. A super popular board. Features super giant holes and two jackpots that insure rapid sales. Supplied in 120-hole special thick size at 25c per sale. Takes in $30.00 and has average payout of $17.94. Each **$1.55**

No. 542—Professor Charley. Plenty of $10, $5, and $1 winners and protected numbers. Supplied in 1000-hole size at 25c per sale. Takes in $250.00 and has a definite payout of $200.00 Each **$1.75**



No. 4456—Cheerful Charley. Features plenty of pull-out tabs. Supplied in large 1200-hole size at 25c per sale with protected winners. Takes in $300.00 and has average payout of $223.02. Each **$1.70**

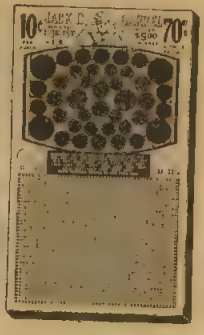
Attractive New Salesboards

Popular Jackpot and Coin Seal Styles

Two Lips

No. 140T851—Two Lips. A sensational new board features 1260 intermediate jumbo holes. Special thick slot symbols. Plays at 5c per punch. Has two step-up jackpots. Brightly colored with provocative art model for fast, sure sales. Board takes in $64.00. Average payout, $31.80

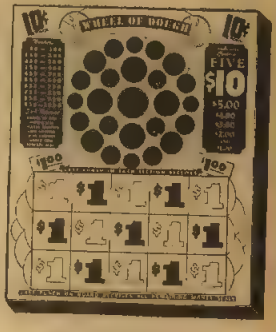
Each **$4.25**



Jack In Barrel

No. 140T843—Jack in Barrel. A fast selling board. Bright and colorful, proves itself very popular. Jack in Barrel seals are made so 36.30 in actual coin nickels, dimes, quarters, halves, and silver dollars, can be inserted. Features 2000 holes at 10c per hole. Has 44 jackpot seals. Takes in $200.00 and has a definite payout of $129.00.

Each **$6.30**



Wheel of Dough

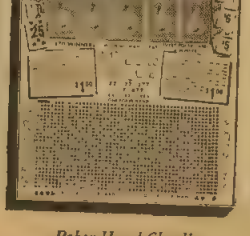
No. 140T858—Wheel Of Dough. A superior new board that will prove itself exceptionally popular. Colorful design will attract fast play sales. Has 1500 holes at 10c per hole. Features 25 die cut seals in which $5.00 in actual coins can be inserted. Keeps all players punching. Board takes in $150.00 and has definite payout of $93.00.

Each **$4.94**

Sea Horse

No. 140T859—Sea Horse. A terrific new punch board with loads of sales appeal. Bright colorful design with alluring art model, will keep all players in there punching. Features 1100 intermediate jumbo holes at 5c per punch. Has special thick slot symbols. Two step-up jackpots. Board takes in $55.00 and has an average payout of $26.03.

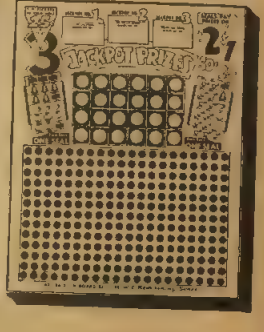
Each **$4.00**



Poker Hand Charlie

No. 140T868—Poker Hand Charley. An intriguing new board designed for fast sales. Attractively finished for sales appeal it will keep all players interested. Features 1300 holes at 20c per sale. Strike 1 number tickets. Jack 4 contains 20 poker hands. Lucky numbers receive a punch in the jackpot. Board takes in $325.00 and has an average payout of $210.00.

Each **$7.73**



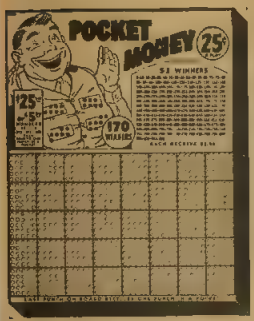
Jackpot Prizes

No. 140T867—Three Write-In Jackpots. Packed with super player appeal this board is really a sensation. Has three tempting write-in jackpots and is attractively and colorfully finished. Features 260 super jumbo holes at 25c per hole. 6 tickets in each hole. Set symbol tickets. Board takes in $65.00 and pays out $10.00 plus the cost of the three jackpot prizes.

Each **$3.25**

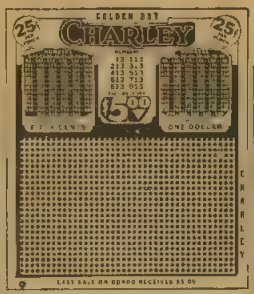
Salesboards That Bring In Profits

Appealing



No. 4470—Pocket Money. Fast play means fast profits! A snappy flashy board that boasts plenty of player appeal. Brightly colored and humorously illustrated, it features plenty of prizes and big winners, 170 in all. Supplied in popular 1000 jumbo hole size at 25c per sale. Takes in $250 00 and has average payout of $156.36

Each **$1.95**



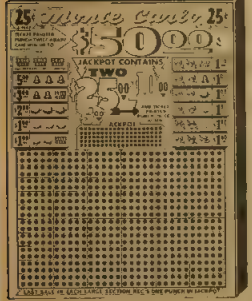
No. 480—Golden Boy Charley. The newest 1000-hole Charley Board that gives you more profits than ever before. Thick style 1000 hole size at 25c per sale. Takes in $250 00 and has definite payout of $162.50

Each **$1.05**

Attractive

No. 490—Smiling Charley. A flashy eye-catching board that brings fast action, quick sales and real profits. Plenty of tempting winners, too! Made in 2500-hole size at 25c per sale. Takes in $625 00 and pays out $469 00

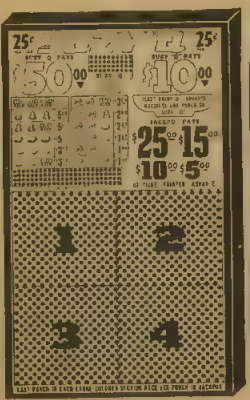
Each **$4.13**



Monte Carlo

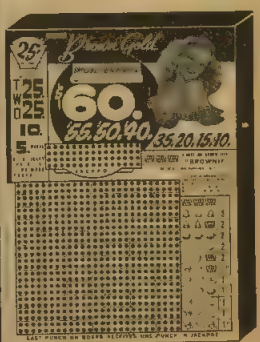
No. 4500—Monte Carlo. A super sensational special that answers the popular demand for a 25c slot machine style board. Features giant size jumbo holes and has extra large jackpot. Made in 600-hole size at 25c per sale. Takes in $150 00 and has average payout of $85 00

Each **$3.24**



No. 4452—Suzy "Q". A newly designed board that has brilliant color and lots of flash that gets fast play. Features latest super jumbo size holes for added appeal. Made in 1056-hole size at 25c per sale. Takes in $264.00 and has average payout of $168 81.

Each **$4.29**

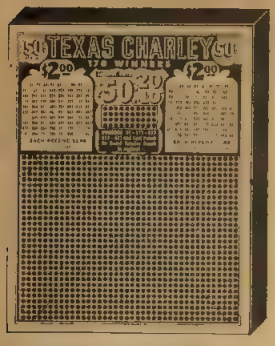


Brown Gold

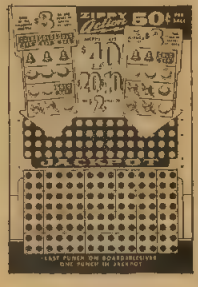
No. 463—Brown Gold. It's a sensation—this popular 25c board that keeps the play moving at all times. Made with super jumbo giant size holes with slot machine style tickets. Features those famous "Brownie" tickets that pay double. Supplied in 624-hole size at 25c per sale. Takes in $156.00 and has average payout of $104 82

Each **$4.12**

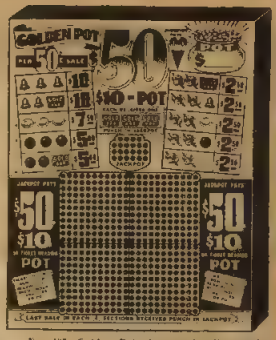
Popular 50c BOARDS



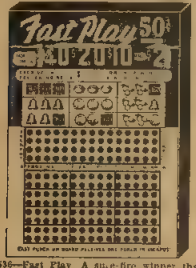
No. 516—Texas Charley. A colorful and attractive jackpot board that is a real winner. Features large jackpot, loads of additional prizes, and popular number style tickets that supply plenty of fast action. Supplied in 1200 hole size at 50c per sale. Takes in $600.00 and has an average payout of $408.33
Each . . **$3.19**



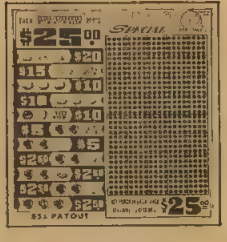
No. 585 — Zippy Action. Though small in size it is a giant in sales appeal. Has super zippy action that gives the fast profits your way. Extra thick stock saw with large size numbers and even popular slot machine style tickets. Made in 120 hole size at 50c per sale. Takes in $60.00 and has average payout of $39.07
Each **$1.50**



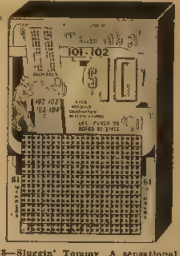
No. 497—Golden Pot. A sensationally popular board that is a rapid moneymaker. Really attracts attention with its large jackpot and big additional prizes. Features a write-in pot for added appeal. Supplied in 484-hole special thick size with slot machine style tickets at 50c per sale. Takes in $242.00 and has average payout of $118.20.
Each . . . **$2.07**



No. 536—Fast Play. A sure-fire winner that is always in demand by players. Colorful and snappy with popular slot machine style tickets and plenty of big winners it can't be topped for player appeal. Supplied in 120 hole thick size at 50c per sale. Takes in $60.00 and has an average payout of $30.70
Each . . **$2.03**



No. 593—Half Buck Special. Right up at the top when it comes to player appeal. A colorful board with plenty of winners. Features super large jackpot with new popular slot machine style tickets. Comes in 540-hole size at 50c per sale. Takes in $270.00 and has a definite payout of $276.00
Each . . . **$1.71**



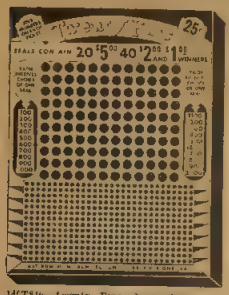
No. 538—Sluggin' Tommy. A sensational board that packs a wallop in sales appeal and big profits. Insures surefire popularity with large prizes and 41 winners. Flashy and colorful for added attraction. Supplied in 480 hole thick size at 50c per sale. Takes in $240.00 and has a definite payout of $186.00.
Each . . **$1.33**

10c Jar Of Jack 10c

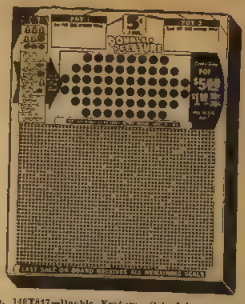
No. 530—Jar Of Jack. A snappy quick seller in 10c board that really gets the sales. Supplied in popular 2048 size in size at 10c per sale. Takes in $202.80 and has definite payout of $150.00
Each **$3.75**

No. 531—Jar of Jack. Same sensational board as above but supplied in extra thick style with same take and payout.
Each . . **$4.13**

Coin Seal and Jackpot Boards

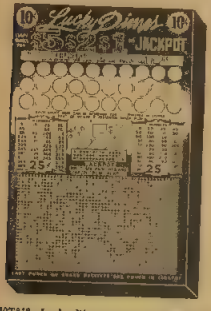


No. 146T816—Twenty Fins. Attractive colorful board has Seals for 420 Jackpot holes at 10c per hole. Five up straight winner tickets—100 each. Board takes in $420.00 and has an average payout of $60.00. Each $4.40



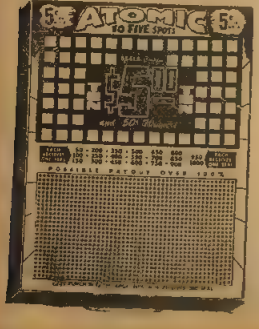
No. 146T817—Double Features. Colorful new board designed for eye appeal and fast sales. Features 2240 holes at 5c a play. Hand stamped seals. Board takes $112.00 and has a definite profit of $90.28 less the value of two written jackpots. Each $4.74

No. 146T815—Silver Bucks. An eye-catcher. Board contains an old outdoor Day outfit. Jackpot is silver bucks. Features 1200 holes at 5c per play. Takes in $60.00 and has a definite payout of $27.00. Each $3.75

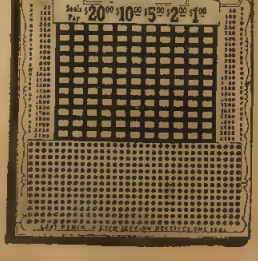


No. 146T818—Lucky Dimes. A colorful board featuring free plays for added player interest. Designed for fast sales and eye appeal. Board has 1500 holes at 10c per hole. Lucky Dime Jackpot is made so that $3.00 in actual dimes may be inserted. Takes in $150.00 and has an average profit of $65.62. Each $4.99

No. 146T819—Three Way Money. A real seller featuring Lucky Quarters redeemable for four extra punches for added player interest. Colorful eye appeal. Lucky Quarter Jackpot is made so that $6.00 in actual quarters may be inserted. Has 1200 holes at 25c per hole. Takes in $300.00 and has an average payout of $189.88. Each $4.95

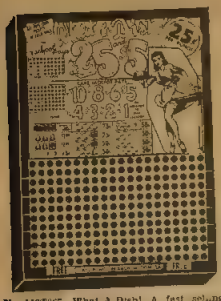


No. 146T856—Atomic. A wizard of a board which brings the profits in like magic. Attractive, colorful design. 1200 regular numbered holes at 5c per hole. Hard stamped seals & tickets in real Jackpot. Board takes in $60.00 and has an average payout of $30.00. Each $3.25



No. 146T868—Double Sawbuck. A series board with great appeal. Features 420 jackpot holes at 25c per hole. Seals and five up straight winner tickets at 100 each. Board takes in $105.00 and has an average payout of $61.62. Each $4.40

Latest Salesboard Sensations

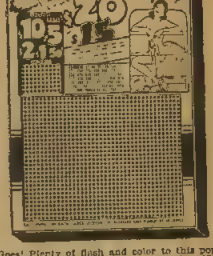


No. 140T857—What A Dish! A fast selling board with alluring art model. Has 240 super jumbo holes at 25c per hole. Six tickets in each hole—slot symbols tickets. Board takes in $59.00. Features 24 free punches. Has an average payout of $23.55.
Each $3.60

No. 140T860 — Beat The Drum. Colorful board with 100 jumbo holes at 25c per hole. Each hole contains 3 tickets. Single jackpot. Straight number tickets. Takes in $138.00 and has a definite payout of $78.00.
Each $3.53

No. 140T869—Dyna-Mite. A snappy new board with gorgeous art model design that immediately catches the eye. Has 1152 intermediate jumbo holes at 5c per sale. Board takes in $57.60 and has an average payout of $20.60.
Each $4.00

No. 140T870—Spring Clean Up. A top notch board that keeps the sales rolling in. Features 240 super jumbo holes at 25c per hole. Six tickets in each hole. Slot symbol tickets. Two jackpots. Takes in $56.00. Features 24 free punches. Has an average payout of $23.55.
Each $3.60

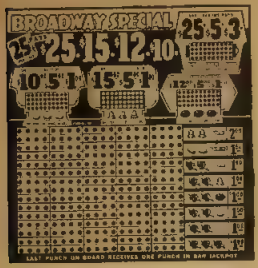


No. 140T864—Everything Goes! Plenty of flash and color to this popular board with scantily clad art model for fast sales appeal. Has 1200 intermediate jumbo holes at 10c per punch. Straight numbers tickets. Jackpot all goes. Takes in $120.00. Has a definite payout of $73.00.
Each $4.13

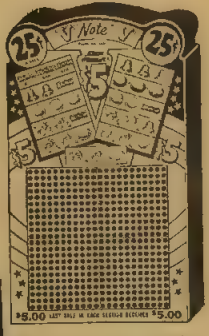
No. 140T856—A Work of Art. A terrific new board featuring a spicy glamor girl artist illustration that immediately catches the eye. Has 240 holes, super jumbo, with 6 tickets in each hole. 25c per hole. Straight number tickets. Two step-up jackpots. Takes in $54.00 and has an average payout of $23.50.
Each $3.34

No. 140T859 — Red Millions. An irresistible new board that attracts attention with a daring art model and big winners. Features 240 super jumbo holes at 25c per hole. Six tickets in each hole. Straight number tickets. Board takes in $54.00 and has an average payout of $23.23.
Each $3.16

Sensational BOARDS



No. 4411—Broadway Special. A super sensational new board that features not one, but four tempting jackpots that keep the play moving, right up to the last punch. Has extra large jumbo holes with slot machine style tickets. Made in 300-hole size at 25c per sale. Takes in $75.00 and has average payout of $40.00
Each **$3.12**



No. 4454—"V" Note. A sensational board that answers the popular demand for a small, quick action board having plenty of big winners. Made in 484 hole size at 25c per sale. Takes in $121.00 and has definite payout of $80.00
Each **$1.32**

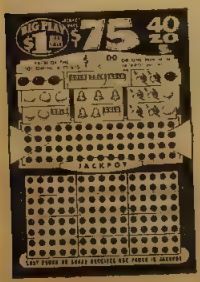
No. 505—Dollar Special. A snappy, rapid selling board packed with plenty of player appeal. Colorful flashy, and fun, the large winners, 85% payout and slot machine style tickets make it a smash hit with the players. Supplied in 640 hole size at $1 per sale. Takes in $640.00 and has a definite payout of $540.00
Each **$2.50**

No. 506—Buck Special. A sensational board unparalleled in its popularity or quick sales. A real attention getter, paying out 85% in big prizes with plenty of winners. Tickets printed in slot machine style—the latest hit in punch boards. Supplied in 640-hole special thick size at $1 per sale. Takes in $640.00 and has definite payout of $540.00.
Each **$1.71**

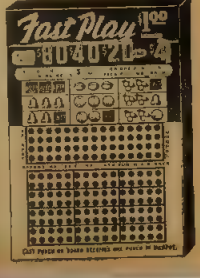
No. 539—Tommy the Great. A flashy board great in popularity, sales and profits. A racy board with large prizes and 61 winners. Brightly colored with a comic illustration that demands attraction. Supplied in 480 hole size at $1 per sale. Takes in $480.00 and has a definite payout of $390.00
Each **$1.32**

No. 540—Tommy the Great. Same wide player appeal and fast profits as board above, but supplied in 480 hole size at 50c per sale. Takes in $240.00 and has a definite payout of $160.00
Each **$1.32**

No. 514—Texas Charley. A superior board that is tops in fast sales and quick action. Features large prizes and 170 winners that insure its popularity. Really draws attention with its bright coloring and attractive design. Supplied in 1200 hole size at $1 per sale. Takes in $1200.00 and has an average payout of $1000.15.
Each **$3.19**



No. 587—Big Play. A snappy fast selling $1.00 board that is sensationally popular. Literally packed with super player appeal. Has super jumbo large holes and features popular slot machine style tickets. Made in 120-hole special thick size at $1.00 per sale. Takes in $120.00 and has average payout of $61.00.
Each **$1.50**



No. 537—Fast Play. Fast play means fast profits! A snappy, flashy board that boosts plenty of player appeal. Features extremely popular slot machine style tickets, plenty of prizes, and big winners. Supplied in 120 jumbo hole size at $1 per sale. Takes in $120.00 and has an average payout of $61.30.
Each **$2.03**

Colorful Play Tempting Salesboards

Newest Designs
Popular Styles

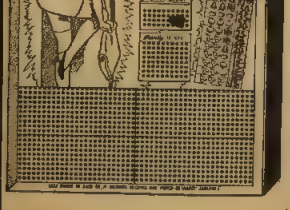
No. 1407816—Sweet Pickins. It's a sensation this popular 5c board that keeps the play moving at all times. Made with medium jumbo size holes with popular slot machine style tickets to speed up sales. Features two step up jackpots and tantalizing art model for added punch and wallop. Supplied in 1500-hole size at 5c per sale. Takes in $75.00 and has average payout of $37.46.
Each **$5.23**

"3 in 1"

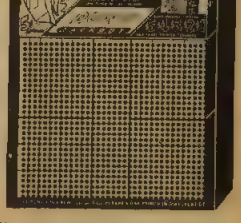
No. 1407816—Three in One. Colorful board with 600 jumbo holes at 10c per hole. Each hole contains three tickets—one 5c ticket free. Features 60 hand stamped seals that really keep the sales coming in. Takes in $60.00 at 10c per sale and has average payout of $26.88.
Each **$3.38**

No. 563—Lady, Your Hat is Showing. A flashy and attractive novelty number with plenty of color. Features die cut figure of a real glamour girl that keeps its popularity and profits zooming. Has two jackpots and newest slot symbol tickets. Supplied in 1000-hole size thick style with jumbo holes at 5c per sale. Takes in $50.00 and has average payout of $21.45.
Each **$3.75**

No. 466—Brown Wizard. A real wizard that brings the profits rolling in like magic. Features new sensational "Brown-e" winners—each brown ticket receives two patches in the jackpot. Extra thick style with step-up jackpots. Supplied in 1680-hole size at 5c per sale. Takes in $84.00 and has average payout of $36.33.
Each **$4.16**



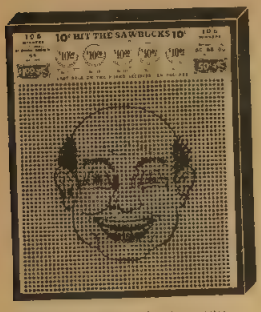
No. 4427—Grace. Has plenty of flash and color with glamorous, very scantily clad, art model design for added punch and wallop. Features newest super jumbo extra large holes with popular slot machine style tickets. Features two tantalizing step-up jackpots. Supplied in 1000-hole style at 5c per sale. Takes in $50.00 and has average payout of $38.85.
Each **$3.88**



No. 573—Hot Hot! An irresistible new board that attracts attention with a luring fascinating model and big winners. Packed with plenty of quick action and speedy sales. Features popular slot machine style tickets and jumbo holes. Supplied in 1450-hole thick size at 5c per sale. Takes in $52.50 and has an average payout of $25.40.
Each **$3.75**

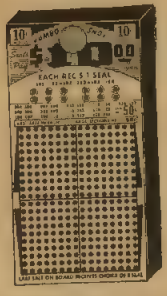
Sensational

10c Boards

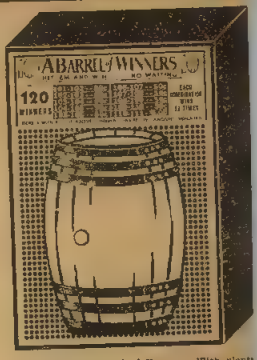


No. 435—Hit The Sawbucks. A sensational board that has five winning $10.00 winners. Features plenty of exciting combinations. Made in popular 1500-hole size at 10c per sale. Takes in $250.00 and has definite payout of $123.50
Each **$4.13**

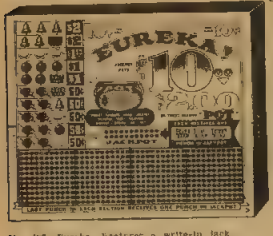
No. 436—Hit The Fives. Same fast selling style and size as above but at 5c per sale. Takes in $125.00 and has definite payout of $61.25
Each **$4.13**



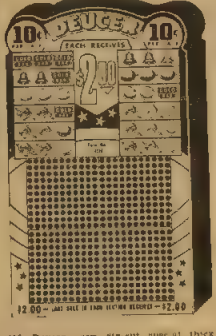
No. 533—Jumbo 10 Shot. A snappy new board that is jumbo from the amazing size of the sales to the great sized holes. Supplied in 780-hole size at 10c per sale. Takes in $32.00 and has an average payout of $18.08
Each **$1.50**



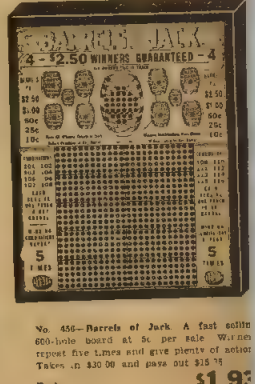
No. 512—A Barrel of Winners. With plenty of flash and color it features loads of winners that keep em punching. Supplied in sensational 1440-hole size at 10c per sale. Takes in $144.00 and has definite payout of $84.00
Each . . . **$2.43**



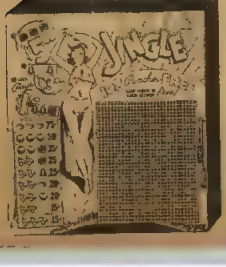
No. 493—Eureka. Features a write-in jack pot and plenty of sensational winners to attract more attention. Has popular slot machine style pull tabs that provide fast action. Supplied in 384-hole size at 10c per sale. Takes in $46.40 and has an average payout of $23.65
Each **$2.07**



No. 475—Deucer. New die-cut special thick style with those tremendously popular slot machine tickets. Made in streamlined 484-hole size at 10c per sale. Takes in $48.40 and has definite payout of $32.00
Each . . . **$1.32**

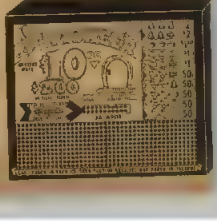


No. 456—Barrels of Jack. A fast selling 600-hole board at 5c per sale. Winners repeat five times and give plenty of action. Takes in $30.00 and pays out $15.75
Each **$1.93**

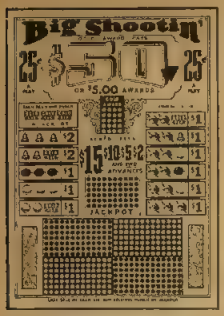


No. 558—Jingle. A special fun, flashy presentation in mode. For added appeal plenty of prizes. Slot machine style tickets. Supplied in 1980-hole size at 5c per sale. Takes in $48.60 and has a definite payout of $23.40
Each . **$2.35**

No. 570—Little Pioneer. This favorite board is not little by any means in its popularity or profits. Gaily colored with slot machine style tickets keeps added appeal. Made in 484-hole size at 10c per sale. Takes in $48.40 and has an average payout of $23.62
Each **$1.65**

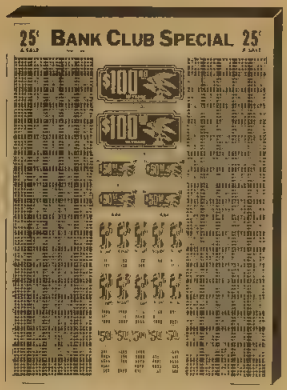


Fast Playing
25c SALES BOARDS



No. 14 Jumbo Big Shootin'. A colorful and attractive Jackpot board that is a real winner. Features two large step-up jack pots made of additional prizes and popular slot machine style tickets that supply plenty of fast action. Supplies in 394 hole size at 25c per sale. Takes in $91.00 and has average payout of $50.00.

Each **$2.73**



No. 528—Bank Club Special. You can bank on this sensational new board to supply quick action on a big 25¢ sales. A super popular number that has brought a new sales and plenty of large profits to big top dig $100 winners and that $50 prizes. Features flashes extra appeal. Supplied in 500-hole size at 25c per sale. Takes in $125.00 and has definite payout of $650.00.

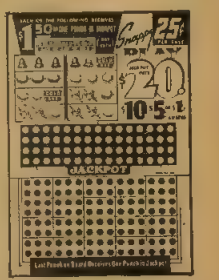
Each **$8.53**

No. 516—School Days. Has rich, rich art model in a very irresistible most old an selling school day design that tops 'em all. Features super jumbo large prizes and popular slot machine style tickets. Made in 200-hole extra thick size at 25c per sale. Takes in $255.00 and has average payout of $126.20.

Each **$3.95**

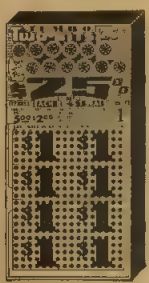
No. 440—Little McCoy. The ideal board of wide popularity and high profits. Line in name but simple in player appeal. Colorfully illustrated. It features a tantalizing jackpot and has a multitude of tempting consolation prizes. Made in 500-hole semi-thick size at 25c per sale. Takes in $125.00 and has average payout of $92.50.

Each **$1.92**



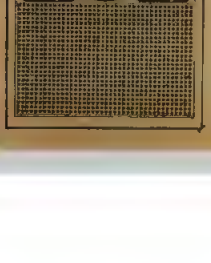
No. 583—Snappy Play. A real winner that brings the money rolling in. A knockout of a board with plenty of color flash and eye appeal. Appealingly styled with popular slot machine style tickets. Has super jumbo large prizes. Made in 120 hole style at 25c per sale. Takes in $30.00 and average payout of $15.00.

Each **$1.50**



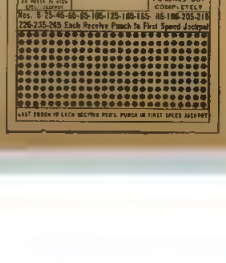
No. 482 — Jumbo Two Bits. Our newest super jumbo fast action 25c Board that is a sales sensation. Has plenty of tempting consolations that keep the play moving. Features an extra jackpot with a big top award for real flash. Super jumbo sized prizes. Made in standard 320 hole size at 25c per sale. Takes in $80.00 and has average payout of $46.01.

Each **$1.74**



No. 478 — Charley Board. A sensational extra thick board that answers the demand for a definite payout 25c board in fast selling 1000-hole size at 25c per sale. Takes in $250.00 and has definite payout of $.60.00.

Each **$1.15**



No. 585—Speedy Action. Features high per tickets with two jackpots for quicker sales. Made in 250 hole size at 25c per sale. Takes in $62.50 and has average payout of $35.25.

Each **$2.00**

Colorful Play Tempting Salesboards

Newest Designs
Popular Styles

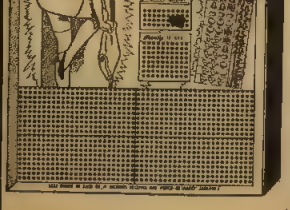
No. 1407816—Sweet Pickins. It's a sensation this popular 5c board that keeps the play moving at all times. Made with medium jumbo size holes with popular slot machine style tickets to speed up sales. Features two step up jackpots and tantalizing art model for added punch and wallop. Supplied in 1500-hole size at 5c per sale. Takes in $75.00 and has average payout of $37.46.
Each **$5.23**

"3 in 1"

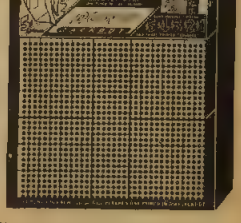
No. 1407816—Three in One. Colorful board with 600 jumbo holes at 10c per hole. Each hole contains three tickets—one 5c ticket free. Features 60 hand stamped seals that really keep the sales coming in. Takes in $60.00 at 10c per sale and has average payout of $26.88.
Each **$3.38**

No. 563—Lady, Your Hat is Showing. A flashy and attractive novelty number with plenty of color. Features die cut figure of a real glamour girl that keeps its popularity and profits zooming. Has two jackpots and newest slot symbol tickets. Supplied in 1000-hole size thick style with jumbo holes at 5c per sale. Takes in $50.00 and has average payout of $21.45.
Each **$3.75**

No. 466—Brown Wizard. A real wizard that brings the profits rolling in like magic. Features new sensational "Brown-e" winners—each brown ticket receives two patches in the jackpot. Extra thick style with step-up jackpots. Supplied in 1680-hole size at 5c per sale. Takes in $84.00 and has average payout of $36.33.
Each **$4.16**



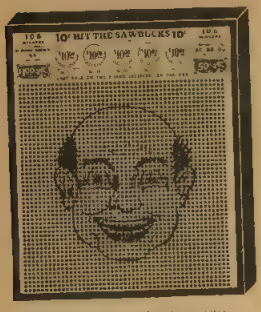
No. 4427—Grace. Has plenty of flash and color with glamorous, very scantily clad, art model design for added punch and wallop. Features newest super jumbo extra large holes with popular slot machine style tickets. Features two tantalizing step-up jackpots. Supplied in 1000-hole style at 5c per sale. Takes in $50.00 and has average payout of $38.85.
Each **$3.88**



No. 573—Hot Hot! An irresistible new board that attracts attention with a luring fascinating model and big winners. Packed with plenty of quick action and speedy sales. Features popular slot machine style tickets and jumbo holes. Supplied in 1450-hole thick size at 5c per sale. Takes in $52.50 and has an average payout of $25.40.
Each **$3.75**

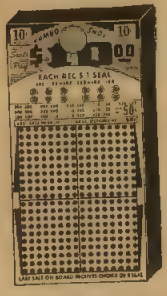
Sensational

10c Boards

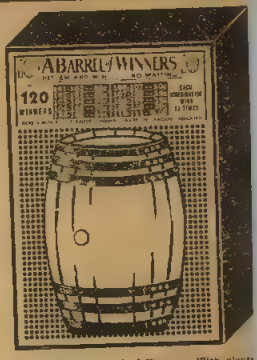


No. 435—Hit The Sawbucks. A sensational board that has five winning $10.00 winners. Features plenty of exciting combinations. Made in popular 1500-hole size at 10c per sale. Takes in $250.00 and has definite payout of $123.50
Each **$4.13**

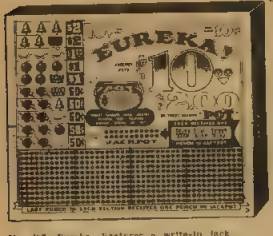
No. 436—Hit The Fives. Same fast selling style and size as above but at 5c per sale. Takes in $125.00 and has definite payout of $61.25
Each **$4.13**



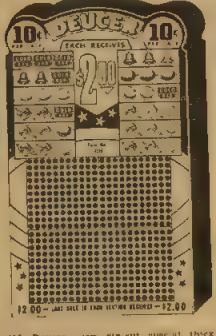
No. 533—Jumbo 10 Shot. A snappy new board that is jumbo from the amazing size of the sales to the great sized holes. Supplied in 780-hole size at 10c per sale. Takes in $32.00 and has an average payout of $18.08
Each **$1.50**



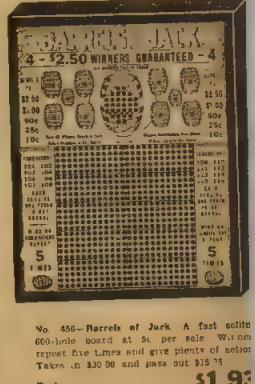
No. 512—A Barrel of Winners. With plenty of flash and color it features loads of winners that keep em punching. Supplied in sensational 1440-hole size at 10c per sale. Takes in $144.00 and has definite payout of $84.00
Each . . . **$2.43**



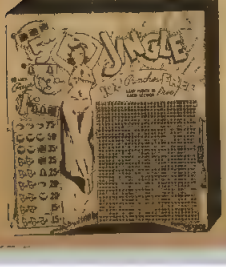
No. 493—Eureka. Features a write-in jack pot and plenty of sensational winners to attract more attention. Has popular slot machine style pull tabs that provide fast action. Supplied in 384-hole size at 10c per sale. Takes in $46.40 and has an average payout of $23.65
Each **$2.07**



No. 475—Deucer. New die-cut special thick style with those tremendously popular slot machine tickets. Made in streamlined 484-hole size at 10c per sale. Takes in $48.40 and has definite payout of $32.00
Each . . . **$1.32**



No. 456—Barrels of Jack. A fast selling 600-hole board at 5c per sale. Winners repeat five times and give plenty of action. Takes in $30.00 and pays out $15.75
Each **$1.93**



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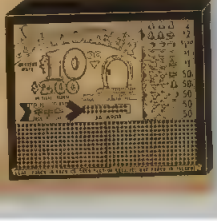
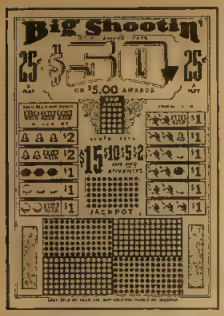


Fast Playing
25c SALES BOARDS



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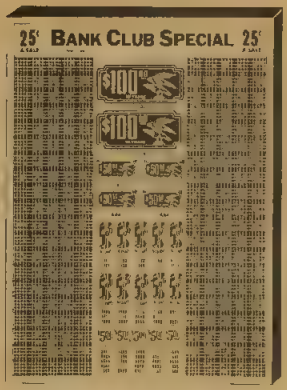
Each **$2.73**



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Each **$8.53**

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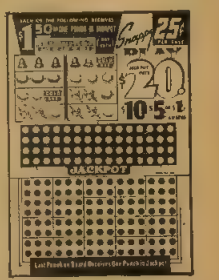
Each **$1.92**



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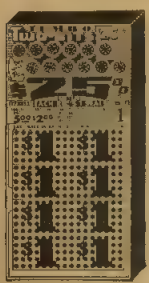
Each **$1.50**



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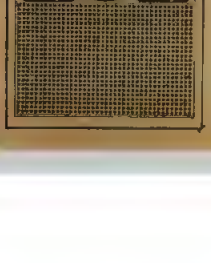
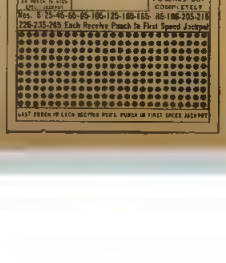
Each **$1.74**



No. 478 — Charley Board. A sensational extra thick board that answers the demand for a definite payout 25c board in fast selling 1000-hole size at 25c per sale. Takes in $250.00 and has definite payout of $.60.00.

Each **$1.15**

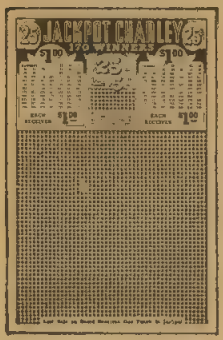


No. 585—Speedy Action. Features high per tickets with two jackpots for quicker sales. Made in 250 hole size at 25c per sale. Takes in $62.50 and has average payout of $35.25.

Each **$2.00**

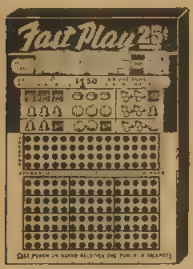
25¢ Charley BOARDS

No. 448d—Texas Charley. The latest sensation in 25c Charley boards that reaches a new high in fast profits. Made in extra large 1200-hole size at 25c per sale. Takes in $300.00 and has average payout of $197.72 Each **$1.70**

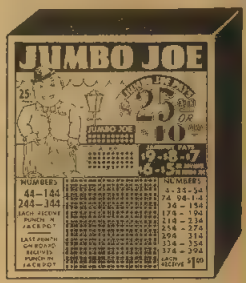


No. 835—Jumbo Jackpot Charley. One of the fastest selling boards on the market. In popular thick style, it features newest super jumbo extra large holes. Supplied in 1000-hole size at 25c per sale. Takes in $250.00 and has average payout of $197.90 Each **$3.28**

No. 485—Jackpot Charley. A 25c board with plenty of winners! Extra thick jackpot style. Made in popular 1 000 hole size at 25c per sale. Takes in $250.00 and has an average payout of $197.90. Each **$1.29**



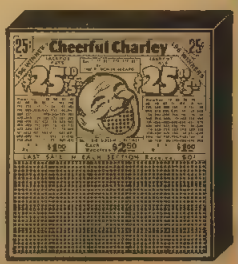
No. 829—Fast Play. Approximately every tenth punch a winner. Supplied in 120-jumbo hole size with slot style tickets at 25c per sale. Takes in $30.00 and has an average payout of $15.40. Each **$2.03**



No. 519—Jumbo Joe. Brightly colored and humorously illustrated. Supplied in 400-hole size at 25c per sale. Takes in $100.00 and has an average payout of $47.00 Each **$2.25**

No. 4400—E-Z Pickin' Junior. A super popular board. Features super giant holes and two jackpots that insure rapid sales. Supplied in 120-hole special thick size at 25c per sale. Takes in $30.00 and has average payout of $17.94. Each **$1.55**

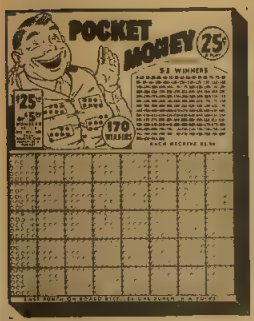
No. 542—Professor Charley. Plenty of $10, $5, and $1 winners and protected numbers. Supplied in 1000-hole size at 25c per sale. Takes in $250.00 and has a definite payout of $200.00 Each **$1.75**



No. 4456—Cheerful Charley. Features plenty of pull-out tabs. Supplied in large 1200-hole size at 25c per sale with protected winners. Takes in $300.00 and has average payout of $223.02. Each **$1.70**

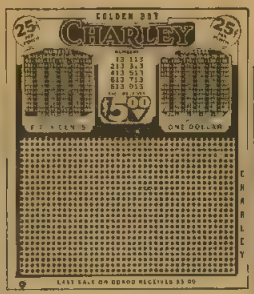
Salesboards That Bring In Profits

Appealing



No. 4470—Pocket Money. Fast play means fast profits! A snappy flashy board that boasts plenty of player appeal. Brightly colored and humorously illustrated, it features plenty of prizes and big winners, 170 in all. Supplied in popular 1000 jumbo hole size at 25c per sale. Takes in $250 00 and has average payout of $156.36

Each **$1.95**



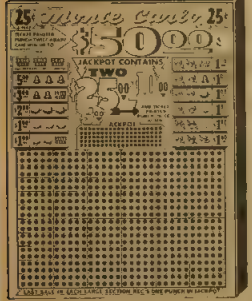
No. 480—Golden Boy Charley. The newest 1000-hole Charley Board that gives you more profits than ever before. Thick style 1000 hole size at 25c per sale. Takes in $250 00 and has definite payout of $162.50

Each **$1.05**

Attractive

No. 490—Smiling Charley. A flashy eye-catching board that brings fast action, quick sales and real profits. Plenty of tempting winners, too! Made in 2500-hole size at 25c per sale. Takes in $625 00 and pays out $469 00

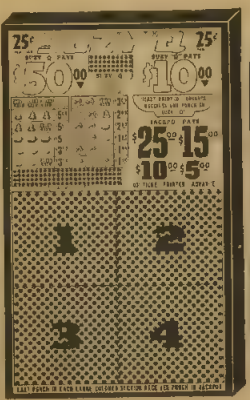
Each **$4.13**



Monte Carlo

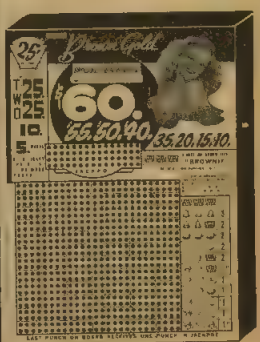
No. 4500—Monte Carlo. A super sensational special that answers the popular demand for a 25c slot machine style board. Features giant size jumbo holes and has extra large jackpot. Made in 600-hole size at 25c per sale. Takes in $150 00 and has average payout of $85 00

Each **$3.24**



No. 4452—Suzy "Q". A newly designed board that has brilliant color and lots of flash that gets fast play. Features latest super jumbo size holes for added appeal. Made in 1056-hole size at 25c per sale. Takes in $264.00 and has average payout of $168 81.

Each **$4.29**

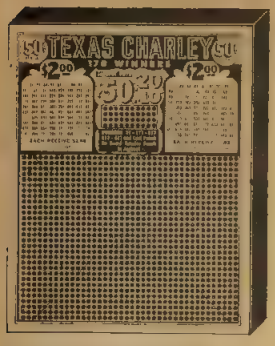


Brown Gold

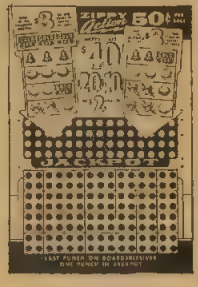
No. 463—Brown Gold. It's a sensation—this popular 25c board that keeps the play moving at all times. Made with super jumbo giant size holes with slot machine style tickets. Features those famous "Brownie" tickets that pay double. Supplied in 624-hole size at 25c per sale. Takes in $156.00 and has average payout of $104 82

Each **$4.12**

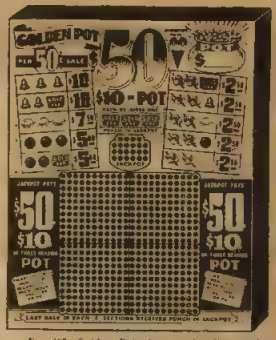
Popular 50c BOARDS



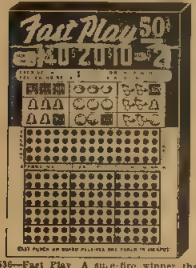
No. 516—Texas Charley. A colorful and attractive jackpot board that is a real winner. Features large jackpot, loads of additional prizes, and popular number style tickets that supply plenty of fast action. Supplied in 1200 hole size at 50c per sale. Takes in $600.00 and has an average payout of $408.33
Each . . **$3.19**



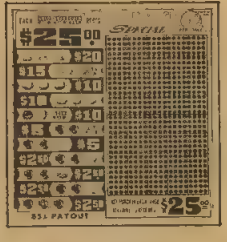
No. 585 — Zippy Action. Though small in size it is a giant in sales appeal. Has super zippy action that gives the fast profits your way. Extra thick stock saw with large size numbers and even popular slot machine style tickets. Made in 120 hole size at 50c per sale. Takes in $60.00 and has average payout of $39.07
Each **$1.50**



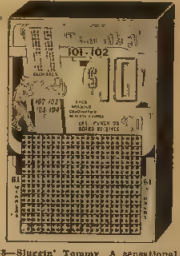
No. 497—Golden Pot. A sensationally popular board that is a rapid moneymaker. Really attracts attention with its large jackpot and big additional prizes. Features a write-in pot for added appeal. Supplied in 484-hole special thick size with slot machine style tickets at 50c per sale. Takes in $242.00 and has average payout of $118.20.
Each . . . **$2.07**



No. 536—Fast Play. A sure-fire winner that is always in demand by players. Colorful and snappy with popular slot machine style tickets and plenty of big winners it can't be topped for player appeal. Supplied in 120 hole thick size at 50c per sale. Takes in $60.00 and has an average payout of $30.70
Each . . **$2.03**



No. 593—Half Buck Special. Right up at the top when it comes to player appeal. A colorful board with plenty of winners. Features super large jackpot with new popular slot machine style tickets. Comes in 540-hole size at 50c per sale. Takes in $270.00 and has a definite payout of $276.00
Each . . . **$1.71**



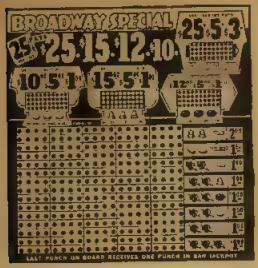
No. 538—Sluggin' Tommy. A sensational board that packs a wallop in sales appeal and big profits. Insures surefire popularity with large prizes and 41 winners. Flashy and colorful for added attraction. Supplied in 480 hole thick size at 50c per sale. Takes in $240.00 and has a definite payout of $186.00.
Each . . **$1.33**

10c Jar Of Jack 10c

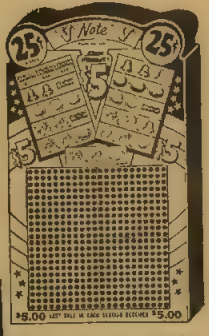
No. 530—Jar Of Jack. A snappy quick seller in 10c board that really gets the sales. Supplied in popular 2048 size in size at 10c per sale. Takes in $202.80 and has definite payout of $150.00
Each **$3.75**

No. 531—Jar of Jack. Same sensational board as above but supplied in extra thick style with same take and payout.
Each . . **$4.13**

Sensational BOARDS



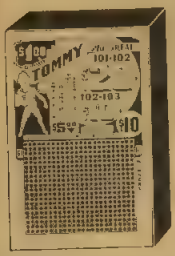
No. 4411—Broadway Special. A super sensational new board that features not one, but four tempting jackpots that keep the play moving, right up to the last punch. Has extra large jumbo holes with slot machine style tickets. Made in 300-hole size at 25c per sale. Takes in $75.00 and has average payout of $40.00
Each **$3.12**



No. 4454—"V" Note. A sensational board that answers the popular demand for a small, quick action board having plenty of big winners. Made in 484 hole size at 25c per sale. Takes in $121.00 and has definite payout of $80.00
Each **$1.32**

No. 505—Dollar Special. A snappy, rapid selling board packed with plenty of player appeal. Colorful flashy, and fun, the large winners, 85% payout and slot machine style tickets make it a smash hit with the players. Supplied in 640 hole size at $1 per sale. Takes in $640.00 and has a definite payout of $540.00
Each **$2.50**

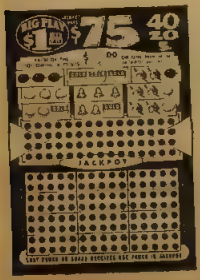
No. 506—Buck Special. A sensational board unparalleled in its popularity or quick sales. A real attention getter, paying out 85% in big prizes with plenty of winners. Tickets printed in slot machine style—the latest hit in punch boards. Supplied in 640-hole special thick size at $1 per sale. Takes in $640.00 and has definite payout of $540.00.
Each **$1.71**



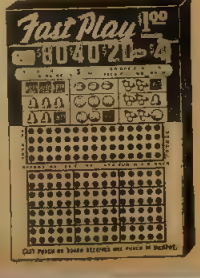
No. 539—Tommy the Great. A flashy board great in popularity, sales and profits. A racy board with large prizes and 61 winners. Brightly colored with a comic illustration that demands attraction. Supplied in 480 hole size at $1 per sale. Takes in $480.00 and has a definite payout of $390.00
Each **$1.32**

No. 540—Tommy the Great. Same wide player appeal and fast profits as board above, but supplied in 480 hole size at 50c per sale. Takes in $240.00 and has a definite payout of $160.00
Each **$1.32**

No. 514—Texas Charley. A superior board that is tops in fast sales and quick action. Features large prizes and 170 winners that insure its popularity. Really draws attention with its bright coloring and attractive design. Supplied in 1200 hole size at $1 per sale. Takes in $1200.00 and has an average payout of $1000.15.
Each **$3.19**



No. 587—Big Play. A snappy fast selling $1.00 board that is sensationally popular. Literally packed with super player appeal. Has super jumbo large holes and features popular slot machine style tickets. Made in 120-hole special thick size at $1.00 per sale. Takes in $120.00 and has average payout of $61.00.
Each **$1.50**



No. 537—Fast Play. Fast play means fast profits! A snappy, flashy board that boosts plenty of player appeal. Features extremely popular slot machine style tickets, plenty of prizes, and big winners. Supplied in 120 jumbo hole size at $1 per sale. Takes in $120.00 and has an average payout of $61.30.
Each **$2.03**

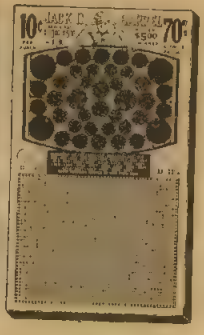
Attractive New Salesboards

Popular Jackpot and Coin Seal Styles

Two Lips

No. 140T851—Two Lips. A sensational new board features 1260 intermediate jumbo holes. Special thick slot symbols. Plays at 5c per punch. Has two step-up jackpots. Brightly colored with provocative art model for fast, sure sales. Board takes in $64.00. Average payout, $31.80

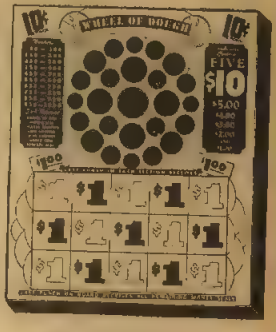
Each **$4.25**



Jack In Barrel

No. 140T843—Jack in Barrel. A fast selling board. Bright and colorful, proves itself very popular. Jack in Barrel seals are made so 36.30 in actual coin nickels, dimes, quarters, halves, and silver dollars, can be inserted. Features 2000 holes at 10c per hole. Has 44 jackpot seals. Takes in $200.00 and has a definite payout of $129.00.

Each **$6.30**



Wheel of Dough

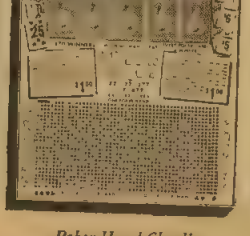
No. 140T858—Wheel Of Dough. A superior new board that will prove itself exceptionally popular. Colorful design will attract fast play sales. Has 1500 holes at 10c per hole. Features 25 die cut seals in which $5.00 in actual coins can be inserted. Keeps all players punching. Board takes in $150.00 and has definite payout of $93.00.

Each **$4.94**

Sea Horse

No. 140T859—Sea Horse. A terrific new punch board with loads of sales appeal. Bright colorful design with alluring art model, will keep all players in there punching. Features 1100 intermediate jumbo holes at 5c per punch. Has special thick slot symbols. Two step-up jackpots. Board takes in $55.00 and has an average payout of $26.03.

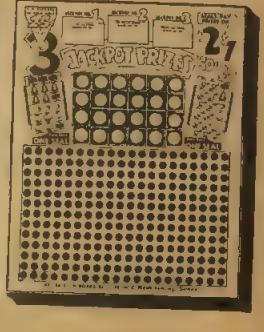
Each **$4.00**



Poker Hand Charlie

No. 140T868—Poker Hand Charley. An intriguing new board designed for fast sales. Attractively finished for sales appeal it will keep all players interested. Features 1300 holes at 20c per sale. Strike 1 number tickets. Jack 4 contains 20 poker hands. Lucky numbers receive a punch in the jackpot. Board takes in $325.00 and has an average payout of $210.00.

Each **$7.73**

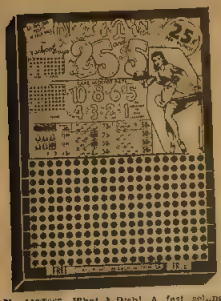


Jackpot Prizes

No. 140T867—Three Write-In Jackpots. Packed with super player appeal this board is really a sensation. Has three tempting write-in jackpots and is attractively and colorfully finished. Features 260 super jumbo holes at 25c per hole. 6 tickets in each hole. Set symbol tickets. Board takes in $65.00 and pays out $10.00 plus the cost of the three jackpot prizes.

Each **$3.25**

Latest Salesboard Sensations

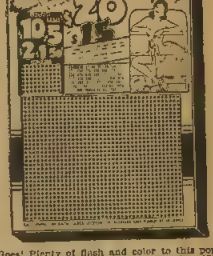


No. 140T857—What A Dish! A fast selling board with alluring art model. Has 240 super jumbo holes at 25c per hole. Six tickets in each hole—slot symbols tickets. Board takes in $59.00. Features 24 free punches. Has an average payout of $23.55.
Each $3.60

No. 140T860 — Beat The Drum. Colorful board with 100 jumbo holes at 25c per hole. Each hole contains 3 tickets. Single jackpot. Straight number tickets. Takes in $138.00 and has a definite payout of $78.00.
Each $3.53

No. 140T869—Dyna-Mite. A snappy new board with gorgeous art model design that immediately catches the eye. Has 1152 intermediate jumbo holes at 5c per sale. Board takes in $57.60 and has an average payout of $20.60.
Each $4.00

No. 140T870—Spring Clean Up. A top notch board that keeps the sales rolling in. Features 240 super jumbo holes at 25c per hole. Six tickets in each hole. Slot symbol tickets. Two jackpots. Takes in $56.00. Features 24 free punches. Has an average payout of $23.55.
Each $3.60

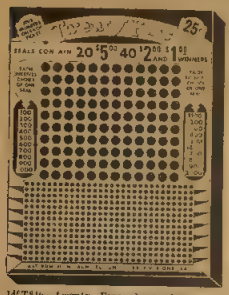


No. 140T864—Everything Goes! Plenty of flash and color to this popular board with scantily clad art model for fast sales appeal. Has 1200 intermediate jumbo holes at 10c per punch. Straight numbers tickets. Jackpot all goes. Takes in $120.00. Has a definite payout of $73.00.
Each $4.13

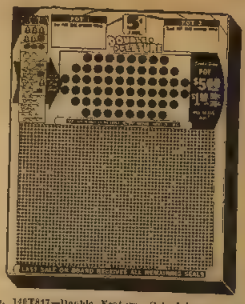
No. 140T856—A Work of Art. A terrific new board featuring a spicy glamor girl artist illustration that immediately catches the eye. Has 240 holes, super jumbo, with 6 tickets in each hole. 25c per hole. Straight number tickets. Two step-up jackpots. Takes in $54.00 and has an average payout of $23.50.
Each $3.34

No. 140T859 — Red Millions. An irresistible new board that attracts attention with a daring art model and big winners. Features 240 super jumbo holes at 25c per hole. Six tickets in each hole. Straight number tickets. Board takes in $54.00 and has an average payout of $23.23.
Each $3.16

Coin Seal and Jackpot Boards

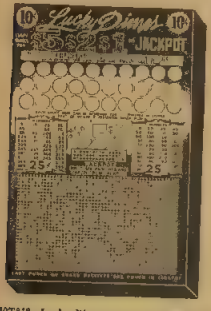


No. 146T816—Twenty Fins. Attractive colorful board has Seals for 420 Jackpot holes at 10c per hole. Five up straight winner tickets—100 each. Board takes in $420.00 and has an average payout of $60.00. Each $4.40



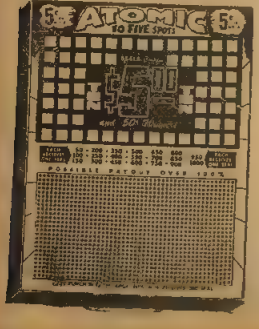
No. 146T817—Double Features. Colorful new board designed for eye appeal and fast sales. Features 2240 holes at 5c a play. Hand stamped seals. Board takes $112.00 and has a definite profit of $90.28 less the value of two written jackpots. Each $4.74

No. 146T815—Silver Bucks. An eye-catcher. Board contains an old outdoor Day outfit. Jackpot is silver bucks. Features 1200 holes at 5c per play. Takes in $60.00 and has a definite payout of $27.00. Each $3.75

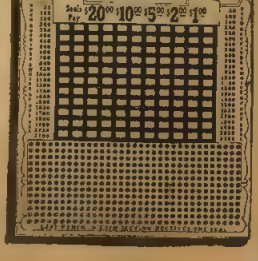


No. 146T818—Lucky Dimes. A colorful board featuring free plays for added player interest. Designed for fast sales and eye appeal. Board has 1500 holes at 10c per hole. Lucky Dime Jackpot is made so that $3.00 in actual dimes may be inserted. Takes in $150.00 and has an average profit of $65.62. Each $4.99

No. 146T819—Three Way Money. A real seller featuring Lucky Quarters redeemable for four extra punches for added player interest. Colorful eye appeal. Lucky Quarter Jackpot is made so that $6.00 in actual quarters may be inserted. Has 1200 holes at 25c per hole. Takes in $300.00 and has an average payout of $189.88. Each $4.95



No. 146T856—Atomic. A wizard of a board which brings the profits in like magic. Attractive, colorful design. 1200 regular numbered holes at 5c per hole. Hard stamped seals & tickets in real Jackpot. Board takes in $60.00 and has an average payout of $30.00. Each $3.25



No. 146T868—Double Sawbuck. A series board with great appeal. Features 420 jackpot holes at 25c per hole. Seals and five up straight winner tickets at 100 each. Board takes in $105.00 and has an average payout of $61.62. Each $4.40

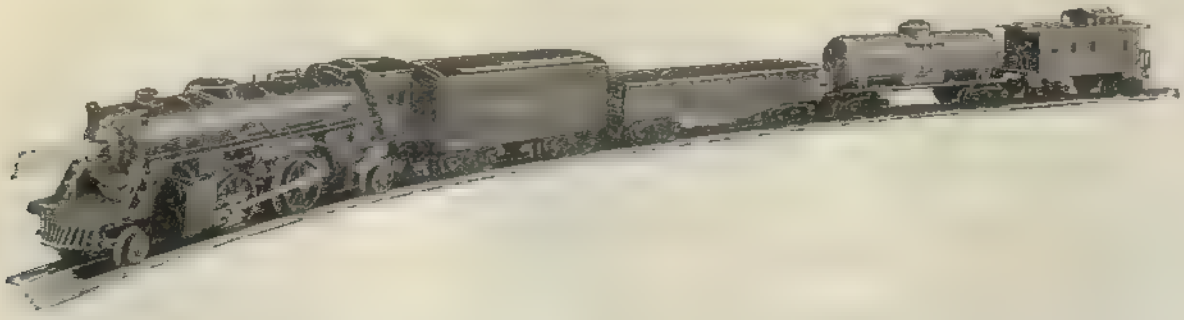
LIONEL TRAINS

ALL OPERATE BY REMOTE CONTROL!

No finer line of model electric trains than Lionel. They are all handsomely scale detailed, and precision-built to the engineering plans of the great American railroads. Every Lionel train operates by remote control—they puff real smoke, and they have built-in realistic whistles that can be operated by remote control. They are real railroads in everything but size.

LIONEL "SCOUT" TRAINS

Here we present two Lionel freight sets known as the "Scout" line. They feature the sensational Manumatic control for uncoupling cars Each set is driven by a powerful four-wheel drive locomotive. Speedy little trains that are real in everything but size.



NO. 1115 "027" GAUGE SCOUT SET

Train set includes: 1 No. 1110 steam-type Locomotive—1 No. 1001T Tender—1 No 1002 Gondola Car—1 No. 1005 Oil Car—1 No. 1007 Caboose—8 sections No. 1013 Curved Track—1 section No. 1018 Straight Track—1 No. 1009 Uncoupling Track Section—1 No. 1011 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
1115	9 lbs.	(F)$15.95

One in a carton, six in a case

NO. 1117 "027" GAUGE SCOUT FREIGHT TRAIN

Train set comprises: 1 No. 1110 steam-type Locomotive—1 No. 1001T Tender—1 No. 1005 Oil Car—1 No. 1004 Box Car—1 No. 1002 Gondola Car—1 No. 1007 Caboose—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 1011 Transformer—1 No. 1009 Uncoupling Track section—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

No.	Weight each	Each
1117	10 lbs.	(F)$18.95

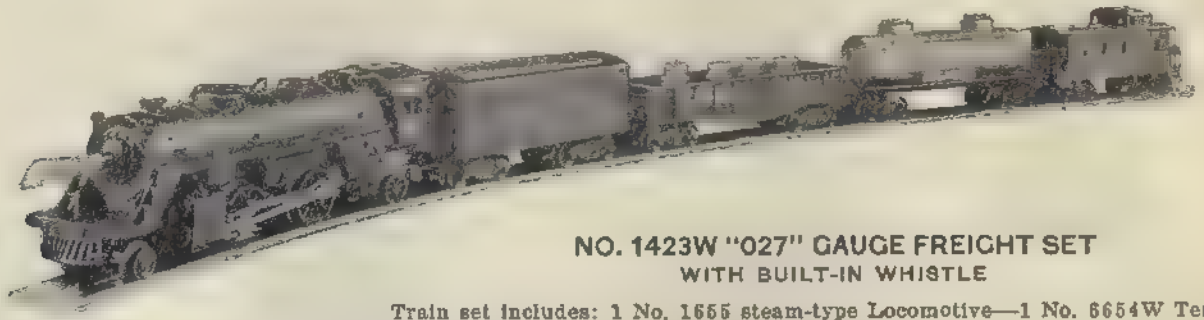
One in a carton, six in a case

Each "Scout" train includes new No 1011 Transformer, with a power output of 25 Watts. Transformer uses A.C. current only.

(F) Fair Traded

LIONEL "027" GAUGE TRAINS

Here are a few of the wonderful scale detailed miniatures of the magnificent trains you see in the power yards of great railroad terminals. All Lionel trains are sturdily built to last a lifetime Each car is equipped with electro-magnetic knuckle couplers which operate by remote control. This is an exclusive Lionel feature.

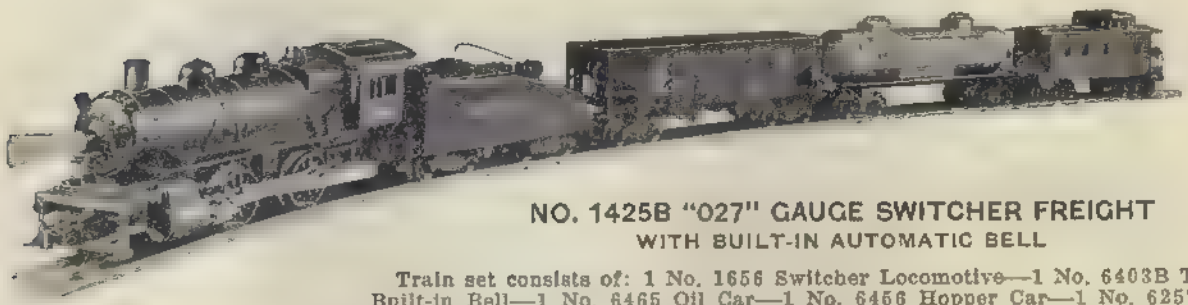


NO. 1423W "027" GAUGE FREIGHT SET
WITH BUILT-IN WHISTLE

Train set includes: 1 No. 1655 steam-type Locomotive—1 No. 6654W Tender with built-in Whistle—1 No. 6452 Gondola Car with four barrels—1 No. 6465 Oil Car—1 No. 6257 Caboose—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 6019 Remote Control track set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube Lubricant—Instruction Booklet.

No.	Weight each	Each
1423W	13 lbs.	(F) $29.95

One in a carton, three in a case

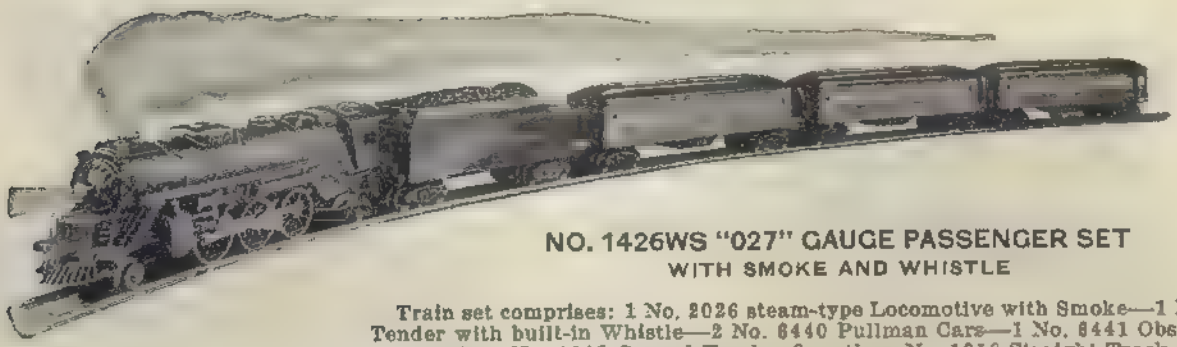


NO. 1425B "027" GAUGE SWITCHER FREIGHT
WITH BUILT-IN AUTOMATIC BELL

Train set consists of: 1 No. 1656 Switcher Locomotive—1 No. 6403B Tender with Built-in Bell—1 No. 6465 Oil Car—1 No. 6456 Hopper Car—1 No. 6257X Caboose—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1034 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
1425B	14 lbs.	(F) $35.95

One in a carton, four in a case



NO. 1426WS "027" GAUGE PASSENGER SET
WITH SMOKE AND WHISTLE

Train set comprises: 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6440 Pullman Cars—1 No. 6441 Observation Car—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

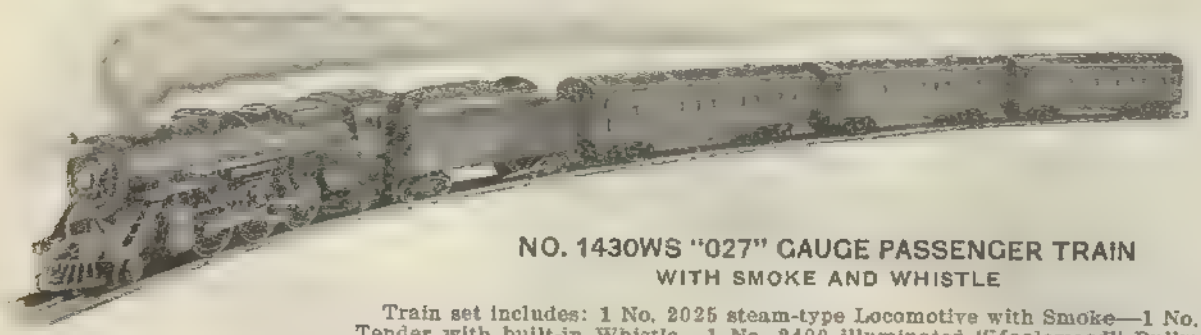
No.	Weight each	Each
1426WS	13 lbs.	(F) $42.75

One in a carton, three in a case

(F) Fair Traded

LIONEL "027" GAUGE TRAINS

Note the realism of all these magnificent "027" gauge Lionel sets. Railroading with Lionel is exciting fun. Only Lionel gives you sturdy realism, puffing smoke, also steel wheels, electro magnetic remote control with real railroad knuckle couplers. **That is why Lionel leads the world in model train equipment.**



NO. 1430WS "027" GAUGE PASSENGER TRAIN
WITH SMOKE AND WHISTLE

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections No. 1013 Curved Track—7 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
1430WS	15 lbs.	**(F) $59.75**

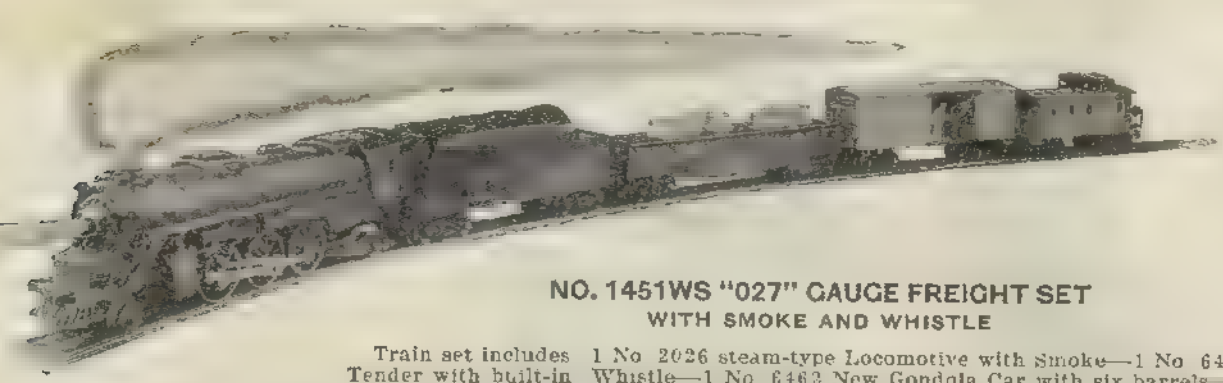
One in a carton, two in a case

NO. 1447WS "027" GAUGE WORK TRAIN
WITH SMOKE AND WHISTLE

Train set consists of: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 2460 Crane Car—1 No. 6461 Transformer Car—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
1447WS	17 lbs.	**(F) $59.50**

One in a carton, two in a case



NO. 1451WS "027" GAUGE FREIGHT SET
WITH SMOKE AND WHISTLE

Train set includes 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6462 New Gondola Car with six barrels—1 No. 3464 Animated Box Car—1 No. 6257 Caboose—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

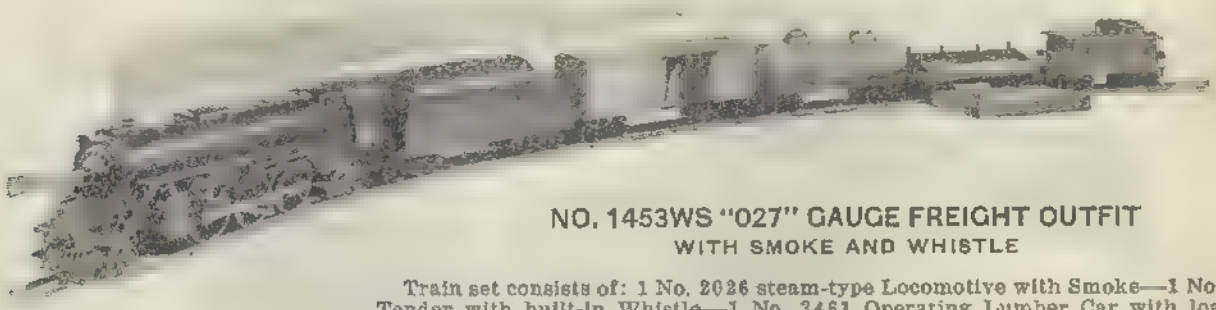
No.	Weight each	Each
1451WS	16 lbs.	**(F) $39.75**

One in a carton, three in a case

(F) Fair Traded

LIONEL "027" GAUGE TRAINS

No matter what Lionel train you select, no matter what the gauge, they are all precision-built and scale-detailed. Each car has those exclusive real railroad knuckle couplers which operate at the touch of a remote control button. Any purchaser can start the smallest Lionel railroad system and build it up gradually into a wonderful layout, equipped with many trains and accessories.



NO. 1453WS "027" GAUGE FREIGHT OUTFIT
WITH SMOKE AND WHISTLE

Train set consists of: 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 6465 Oil Car—1 No. 3464 Animated Box Car—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
1453WS	14 lbs.	(F)$47.95

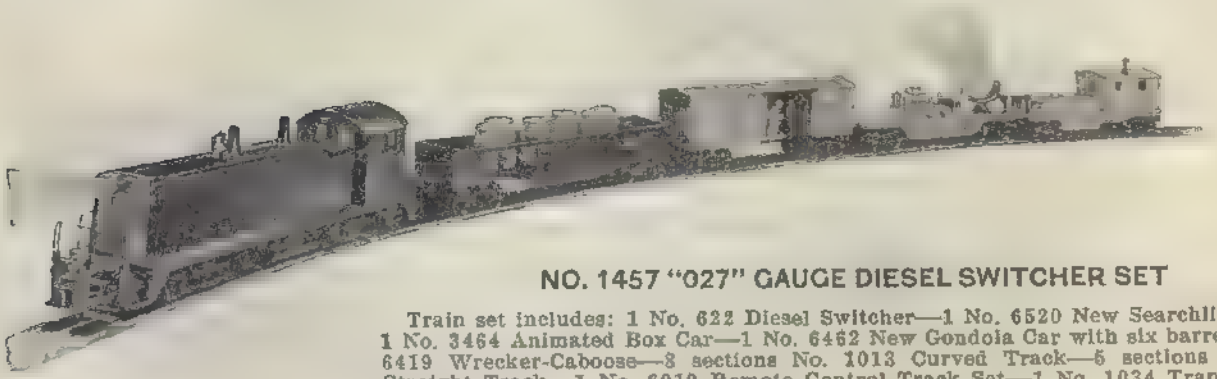
One in a carton, three in a case

NO. 1455WS "027" GAUGE FREIGHT TRAIN
WITH SMOKE AND WHISTLE

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3472 Operating Milk Car and platform—1 No. 6465 Oil Car—1 No. 6462 new Gondola Car with six barrels—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
1455WS	18 lbs.	(F)$52.50

One in a carton, three in a case



NO. 1457 "027" GAUGE DIESEL SWITCHER SET

Train set includes: 1 No. 622 Diesel Switcher—1 No. 6520 New Searchlight Car—1 No. 3464 Animated Box Car—1 No. 6462 New Gondola Car with six barrels—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1034 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

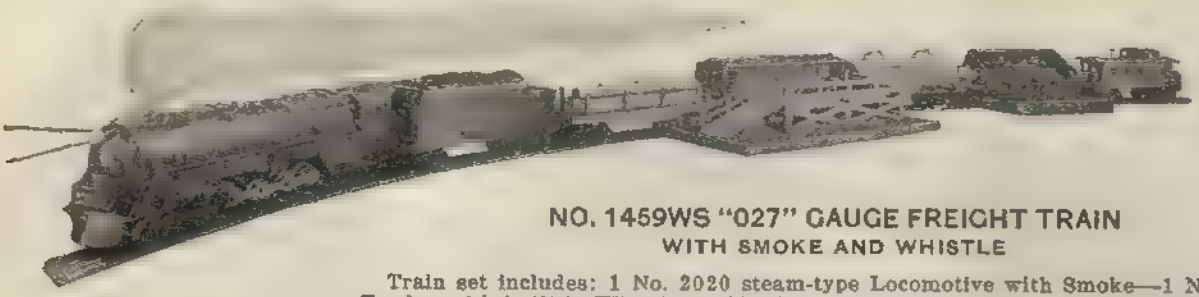
No.	Weight each	Each
1457	16 lbs.	(F)$49.50

One in a carton, three in a case

(F) Fair Traded

LIONEL "027" GAUGE TRAINS

You will note, as you examine Lionel trains, that they are so sturdily built that they last for generations many are passed on from father to son. All Lionel locomotives are powerful, speedy engines, designed with perfect detailing after the blueprints of the big railroad locomotives



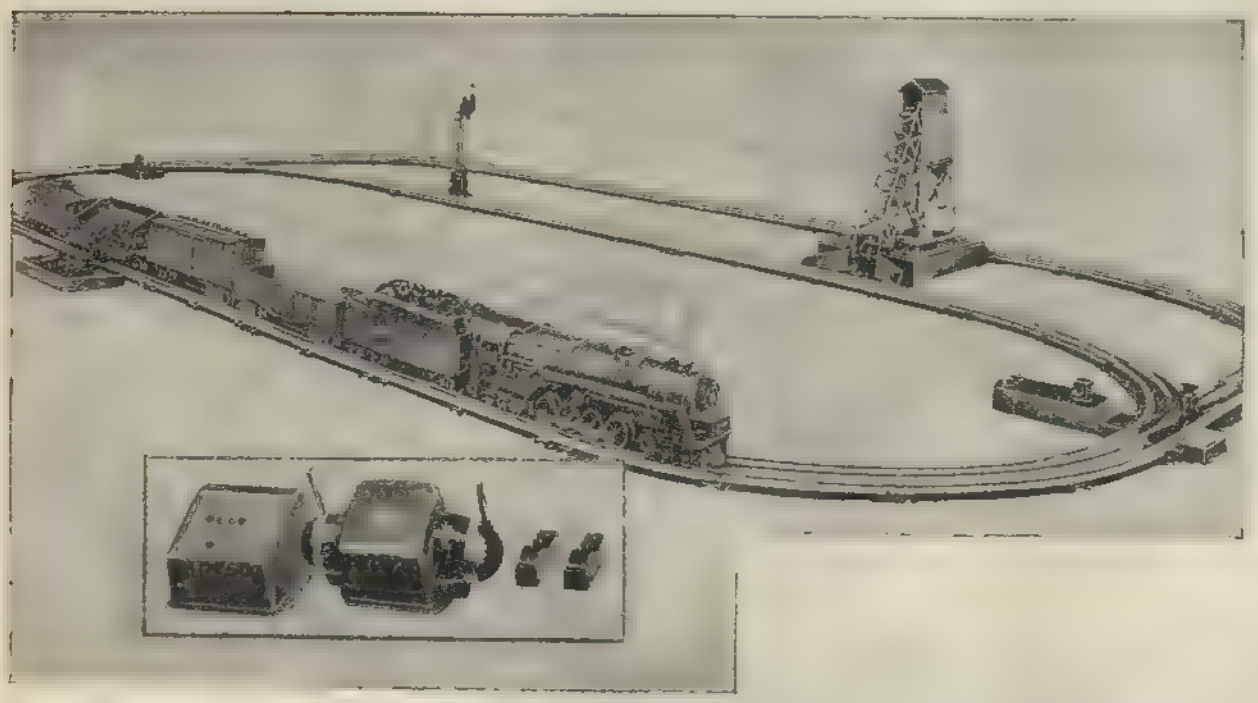
NO. 1459WS "027" GAUGE FREIGHT TRAIN

WITH SMOKE AND WHISTLE

Train set includes: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 3469 Operating Dump Car with bag of artificial coal—1 No. 6465 Oil Car—1 No. 6411 Flat Car with load of logs—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—11 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 No. CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
1459WS	15 lbs.	(F) $67.50

One in a carton, two in a case



NO. 4110WS "0" GAUGE ELECTRONIC CONTROLLED RAILROAD SYSTEM

LOCOMOTIVE PUFFS SMOKE—BLOWS TWO-TONED WHISTLE

Electronic Railroad comprises: 1 No 671R steam-type Locomotive with Smoke—1 No. 4671W Tender with built-in Whistle 1 No. 4452 Electronic Gondola Car with four barrels 1 No 4454 Electronic Box Car 1 No 5459 Electronic Dump Car with bag of artificial coal and bin 1 No 4357 Electronic Caboose—10 sections OC Curved Track 18 sections OS Straight Track 2½ OS Straight Track, half section—1 CTC Lockon—1 Tube of Lubricant Instruction Booklet—1 No. ECU-50 Electronic Control Unit Instruction Booklet—1 No. ECU-1 Electronic Control Unit 1 VW Transformer—1 pr. 022 remote control Switches—1 No. 151 Semaphore—1 No. 97 Coal Elevator.

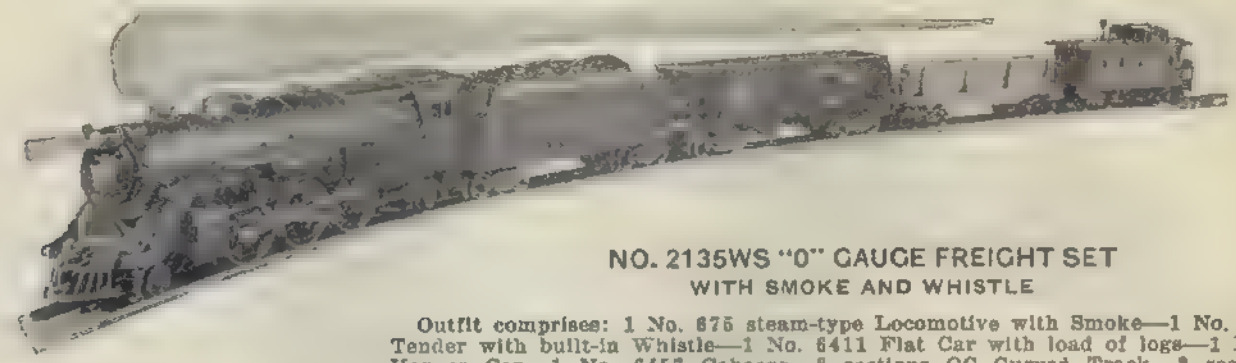
No.	Weight each	Each
4110WS	22 lbs.	(F) $199.95

One in a case

(F) Fair Traded

LIONEL "O" GAUGE TRAINS

Lionel locomotives and cars are real in everything but size. That is why they are preferred by hundreds of thousands of model railroad fans who know that they have no equal anywhere. Note as you turn these pages, the precision detailing of every Lionel locomotive, car and accessory.



NO. 2135WS "0" GAUGE FREIGHT SET
WITH SMOKE AND WHISTLE

Outfit comprises: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6411 Flat Car with load of logs—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2135WS	15 lbs.	(F)$37.50

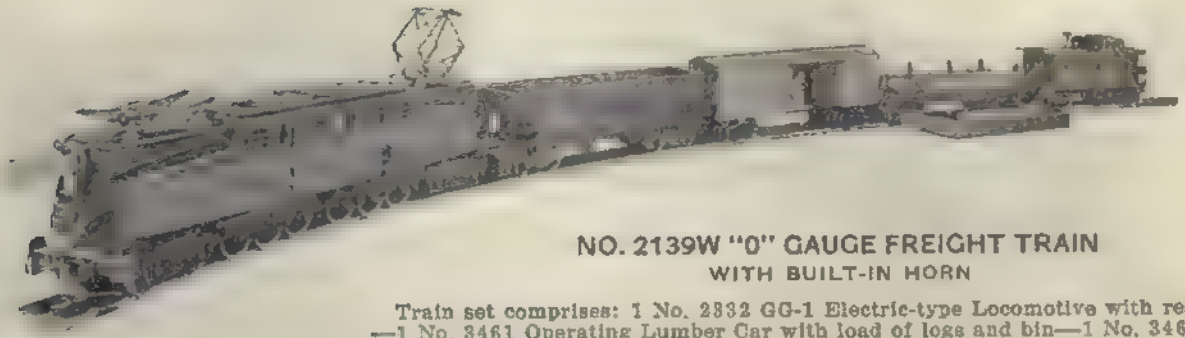
One in a carton, three in a case

NO. 2136WS "0" GAUGE PASSENGER SET
WITH SMOKE AND WHISTLE

Train set includes: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6442 Pullman Cars—1 No. 6443 Observation Car—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2136WS	14 lbs.	(F)$39.95

One in a carton, three in a case



NO. 2139W "0" GAUGE FREIGHT TRAIN
WITH BUILT-IN HORN

Train set comprises: 1 No. 2332 GG-1 Electric-type Locomotive with realistic Horn—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3464 Animated Box Car—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

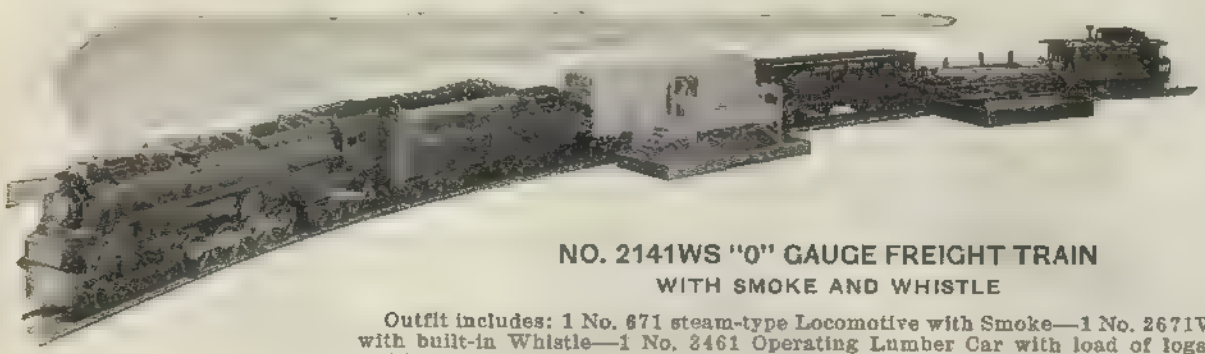
No.	Weight each	Each
2139W	17 lbs.	(F)$57.50

One in a carton, two in a case

(F) Fair Traded

LIONEL "O" GAUGE TRAINS

Lionel locomotives are designed to pull long lines of cars at express speed. They hold the rails with superb ease and, as they speed around the curves, you would think you were watching a real train except in miniature. They puff real smoke and they whistle like real trains. All remote control operation.

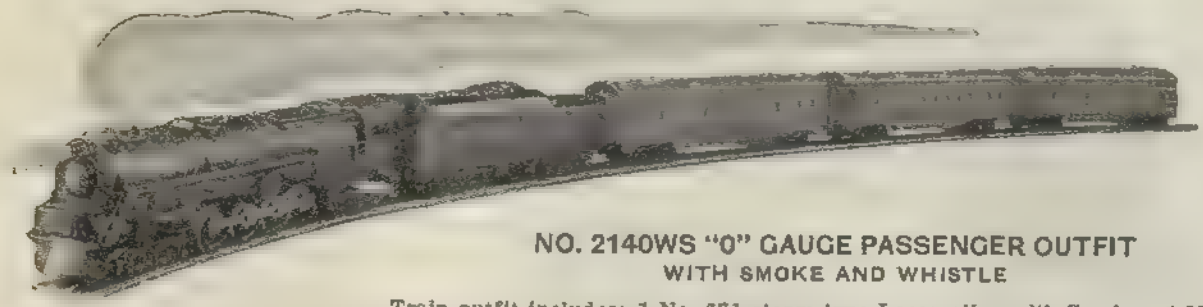


NO. 2141WS "0" GAUGE FREIGHT TRAIN
WITH SMOKE AND WHISTLE

Outfit includes: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3472 Operating Milk Car and Platform—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2141WS	19 lbs.	(F)$57.50

One in a carton, three in a case



NO. 2140WS "0" GAUGE PASSENGER OUTFIT
WITH SMOKE AND WHISTLE

Train outfit includes: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2140WS	20 lbs.	(F)$57.75

One in a carton, two in a case

NO. 2144W "0" GAUGE PASSENGER OUTFIT
WITH BUILT-IN HORN

Train set consists of: 1 No. 2332 GG-1 Electric-type Locomotive with realistic Horn—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

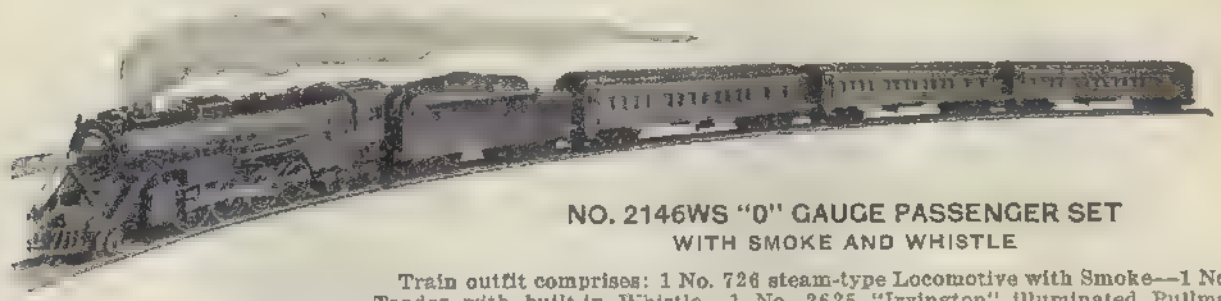
No.	Weight each	Each
2144W	20 lbs.	(F)$67.50

One in a carton, two in a case

(F) Fair Traded

LIONEL "O" GAUGE TRAINS

Model fans all over the world are most enthusiastic about Lionel locomotives. They know that no other model locos compare with Lionel for realism, sturdiness, power and speed. Leave it to the model fans—they know the best.

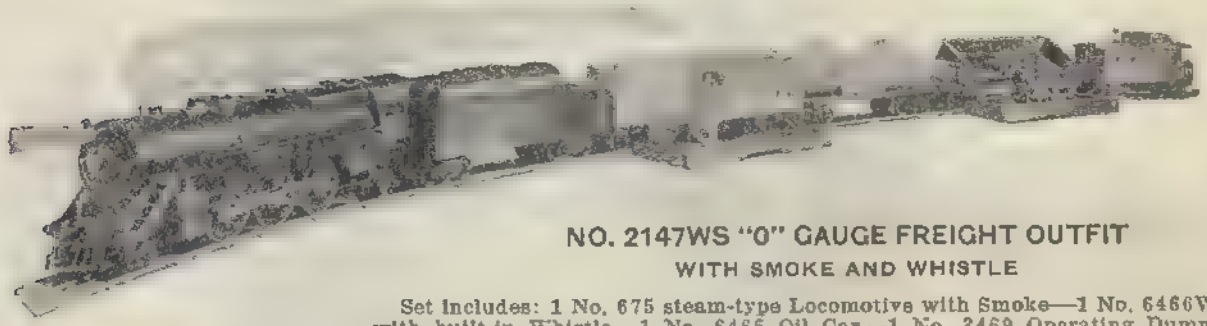


NO. 2146WS "0" GAUGE PASSENGER SET
WITH SMOKE AND WHISTLE

Train outfit comprises: 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2146WS	23 lbs.	(F) $75.00

One in a carton, two in a case



NO. 2147WS "0" GAUGE FREIGHT OUTFIT
WITH SMOKE AND WHISTLE

Set includes: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6466 Oil Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 3472 Operating Milk Car and Platform—1 No. 6457 Caboose—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2147WS	14 lbs.	(F) $50.00

One in a carton, three in a case

NO. 2149 "0" GAUGE DIESEL SWITCHER SET

Train outfit comprises: 1 No. 622 Diesel Switcher—1 No. 6520 new Searchlight Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 2460 Crane Car—1 No. 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2149	14 lbs.	(F) $52.50

One in a carton, three in a case

(F) Fair Traded

LIONEL "O" GAUGE TRAINS

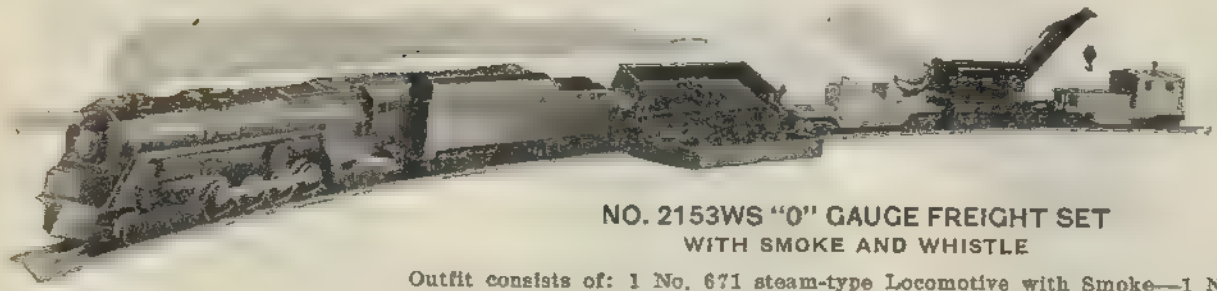
Remember that any piece of Lionel rolling stock you select is so built that it will last for years with ordinary good care Every type of car is represented from the deluxe Pullmans to the big rugged work cars All have solid steel wheels and the famous Lionel exclusive electro-magnetic remote control knuckle couplers.

NO. 2151W "0" GAUGE DIESEL FREIGHT TRAIN
WITH BUILT-IN HORN

Outfit includes: 1 No. 2333 Diesel Locomotive with realistic Horn—1 No. 6555 Oil Car—1 No. 3464 Animated Box Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 6520 new Searchlight Car—1 No. 6457 Caboose—8 sections OC Curved Track—9 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2151W	16 lbs.	(F) $67.50

One in a carton, two in a case

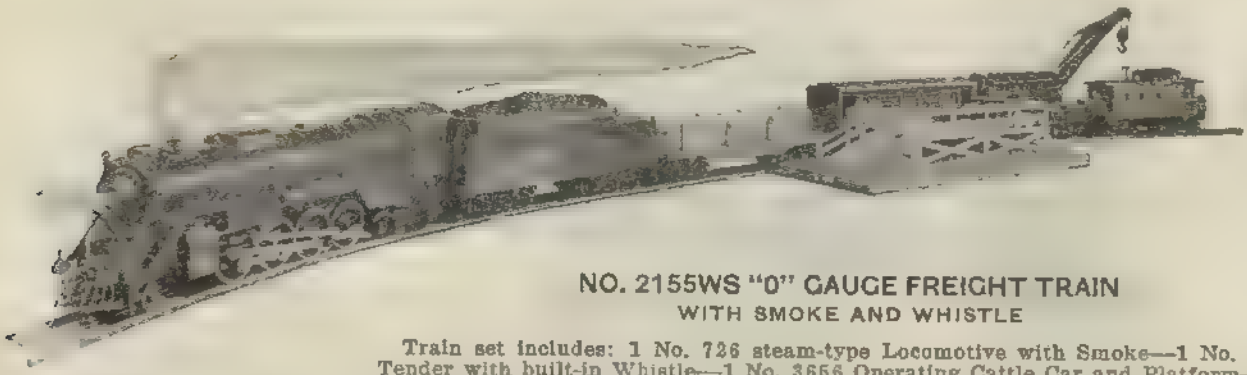


NO. 2153WS "0" GAUGE FREIGHT SET
WITH SMOKE AND WHISTLE

Outfit consists of: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 6520 New Searchlight Car—1 No. 2460 Crane Car—1 No. 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2153WS	23 lbs.	(F) $60.00

One in a carton, three in a case



NO. 2155WS "0" GAUGE FREIGHT TRAIN
WITH SMOKE AND WHISTLE

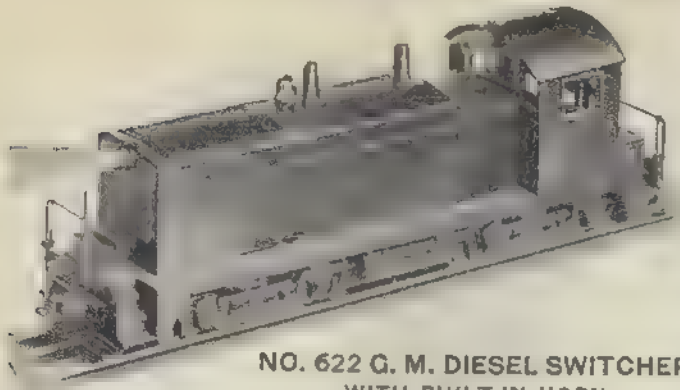
Train set includes: 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 6411 Flat Car with load of logs—1 No. 2460 Crane Car—1 No. 6457 Caboose—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

No.	Weight each	Each
2155WS	22 lbs.	(F) $67.50

One in a carton, two in a case

(F) Fair Traded

LIONEL LOCOMOTIVES AND TENDERS



NO. 622 G. M. DIESEL SWITCHER
WITH BUILT-IN HORN

Scale model of the famous General Motors Switcher. Equipped with electro-magnetic couplers and electric lights at both ends, and illuminated running lights at the front end. Powerful worm drive precision-built electric motor permits most operation at slow speed without stalling or hesitating. The motor is controlled by three-way reversing unit. Runs on 0 gauge and 027 track. Richly enameled in two-tones and fitted with stainless steel hand-rails and stanchions.

No.	Weight each	Each
622	16 lbs.	(F)$29.50

One in a carton

Switching Engine with powerful four-wheel drive, (0-4-0), has a thermostatically-controlled Bell built-into the Tender. Loco has pilot coupler and headlamp; Tender has back-up light.

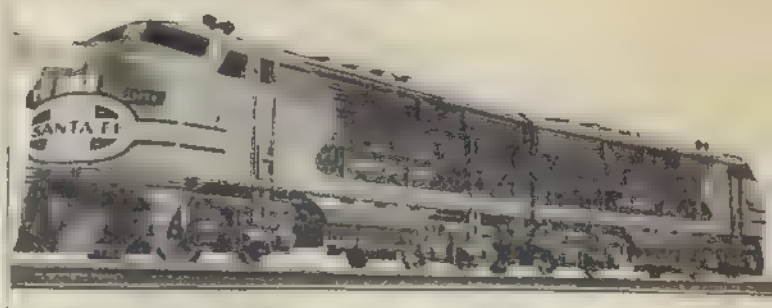
No.	Weight each	Each
1650LT	9 lbs.	(F)$25.00

One in a carton

Six-wheel drive steam-type Locomotive that puffs Smoke. Tender has built-in Whistle.

No.	Weight each	Each
675LTS	9 lbs.	(F)$28.00

One in a carton



NO. 2333 SANTA FE TWIN DIESEL LOCOMOTIVE
WITH BUILT-IN HORN

Super-power twin motors with wide speed range are mounted in first locomotive section; second contains realistic, deep-throated Horn. Driver's compartment glassed-in. Rivets, panels, stanchions, windshield wiper, etc., approximately quarter-inch scale. Number Box on nose of loco is illuminated. Authentic and colorful Santa Fe markings. Length is 26 ½ inches.

No.	Weight each	Each
2333	16 lbs.	(F)$42.50

One in a carton

Powerful steam-type Locomotive with 8 driving wheels. Loco puffs Smoke; Tender has built-in, two-toned Whistle.

No.	Weight each	Each
726LTS	9 lbs.	(F)$42.50

One in a carton

Scale-detailed replica of Pennsylvania Railroad GG-1 electric-type Locomotive, with built-in Horn. Pantographs can be raised and lowered.

No.	Weight each	Each
2332	9 lbs.	(F)$37.50

One in a carton

LIONEL TRAINMASTER TRANSFORMERS

Type ZW, 250 Watt, 115 Volts A.C., 50-60 Cycles.

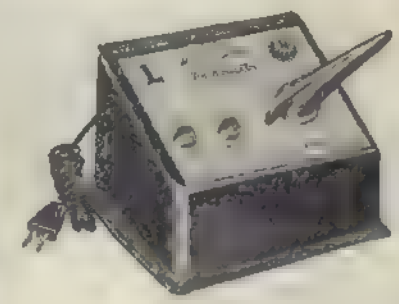
No.	Wt. each	Each
Type ZW	14 lbs.	(F)$25.00

One in a carton, two in a case

Type VW, 150 Watt, 115 Volts, A.C., 50-60 Cycles. Rated "Standard" by Underwriters' Laboratory. Can also be used on 125 Volt, 50 Cycle current without overheating.

No.	Wt. each	Each
Type VW	12 lbs.	(F)$22.95

One in a carton, two in a case



Type RW, 110 Watt, 115 Volts A.C., 60 Cycles. A new Multi-Control "Trainmaster," featuring variable voltage Speed Control Throttle. Built-in Whistle and Reversing buttons. Two voltage ranges, one high and one low. Heavy welded steel case.

No.	Wt. each	Each
Type RW	6 lbs.	(F)$13.95

One in a carton, six in a case

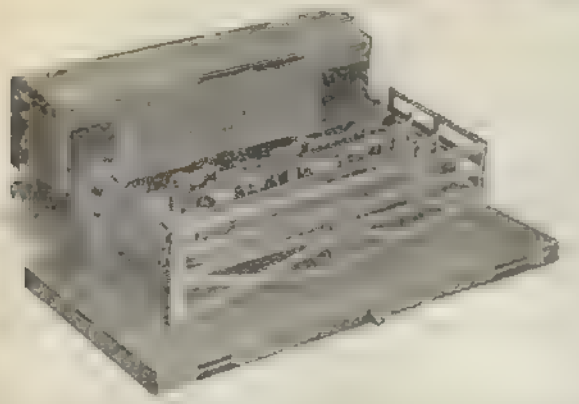
Type 1033, 90 Watt, 115 Volts A.C., 60 Cycles. Has new easy-to-grip Speed Control Throttle for operation of train; Whistle can be blown or locomotive reversed by means of lever at left. Designed for cool running. Has built-in circuit breaker, four binding posts. Permanent finish case.

No.	Wt. each	Each
Type 1033	5 ¼ lbs.	(F)$10.95

One in a carton, six in a case

(F) Fair Traded

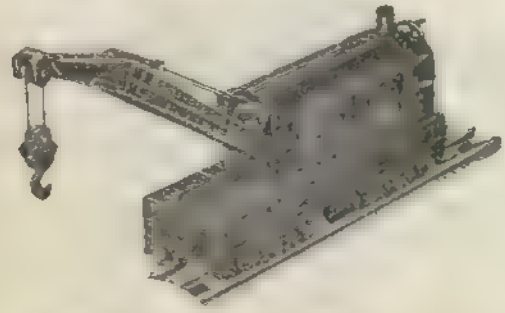
LIONEL SCALE-DETAILED CARS



Brand new automatic cattle car and corral type platform. A most ingenious device that permits the cattle to move in and out of the car from the corral. Action is controlled by single push button.

No.	Wt. each	Each
3656	4 lbs.	(F)$14.50

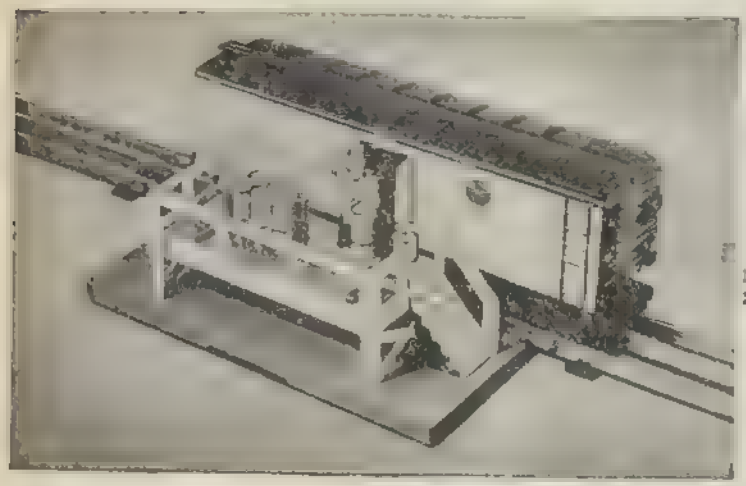
One in a box. Twelve in a carton.



Operating crane car. Length, 8⅝ inches

No.	Wt. each	Each
2460	2 lbs.	(F)$9.75

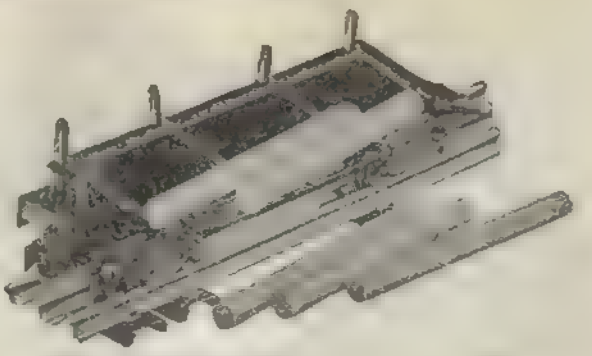
One in a box. Twelve in a carton



Operating milk car with platform. Eight miniature milk cans load through a roof hatch and, at each touch of the remote control button, the door opens and milkman pops out to deliver a milk can to the platform. Car is handsomely finished in white enamel and has complete detailing. Platform is made of heavy gauge steel. Length, 9 inches.

No.	Wt. each	Each
3472	2 lbs.	(F)$9.50

One in a box. Twelve in a carton



Operating lumber car. Length, 9½ inches

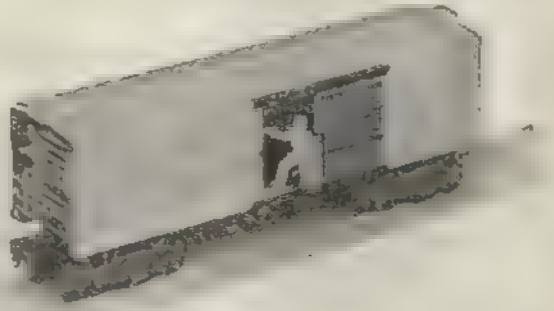
No.	Wt. each	Each
3461	2 lbs.	(F)$6.50

One in a box. Twelve in a carton

Search light car. Length, 10 inches

No.	Wt. each	Each
6520	2 lbs.	(F)$6.50

One in a box. Twelve in a carton.



Animated box car. Length, 9¼ inches

No.	Wt. each	Each
3464	2 lbs.	(F)$5.00

One in a box. Twelve in a carton.

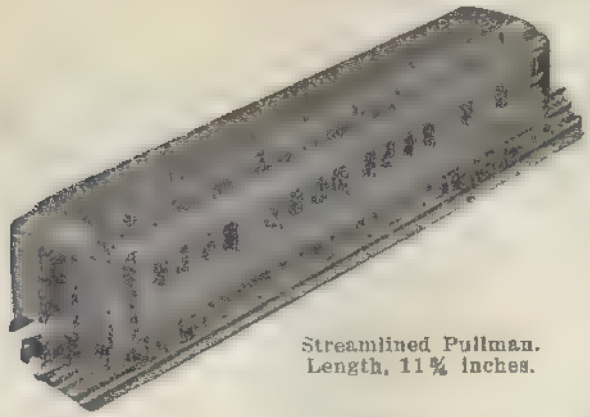
New gondola car. Length, 9½ inches.

No.	Wt. each	Each
6462	2 lbs.	(F)$4.50

One in a box. Twelve in a carton

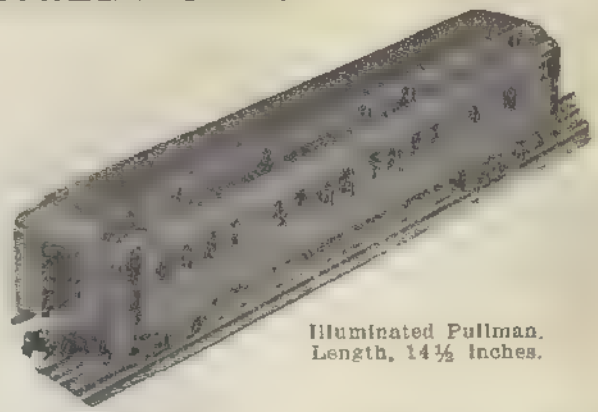
(F) Fair Traded

LIONEL SCALE-DETAILED CARS



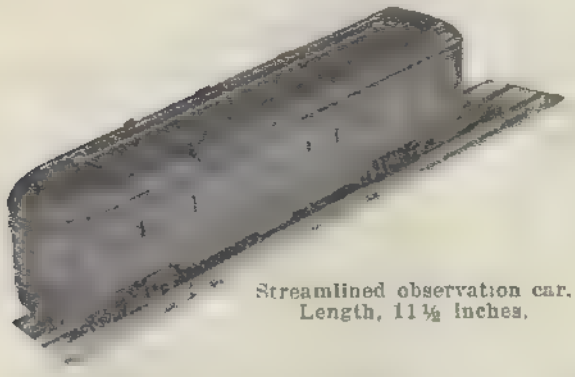
Streamlined Pullman.
Length, 11¾ inches.

No.	Name	Wt. each	Each
2400	Maplewood	1¾ lbs.	(F)$7.00
2402	Chatham	1¾ lbs.	(F) 7.00



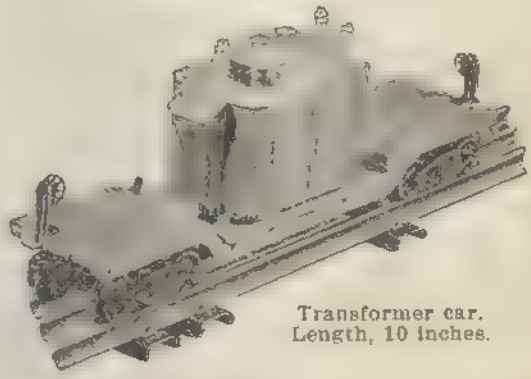
Illuminated Pullman.
Length, 14½ inches.

No.	Name	Wt. each	Each
2625	Irvington	2½ lbs.	(F)$10.00
2627	Madison	2½ lbs.	(F) 10.00
2628	Manhattan	2½ lbs.	(F) 10.00



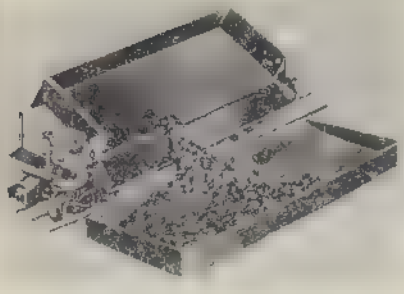
Streamlined observation car.
Length, 11½ inches.

No.	Name	Wt. each	Each
2401	Hillside	1¾ lbs.	(F)$7.00



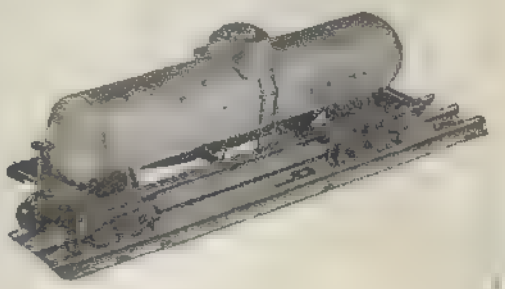
Transformer car.
Length, 10 inches.

No.	Wt. each	Each
6461	2 lbs.	(F)$4.50



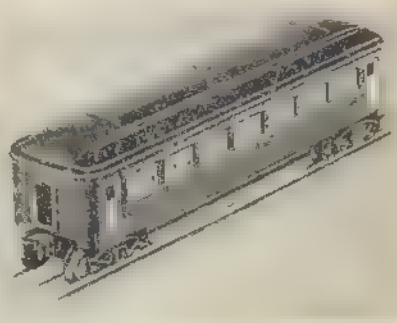
Operating ore dump car. Length, 9½ inches.

No.	Wt. each	Each
3469	2 lbs.	(F)$7.75



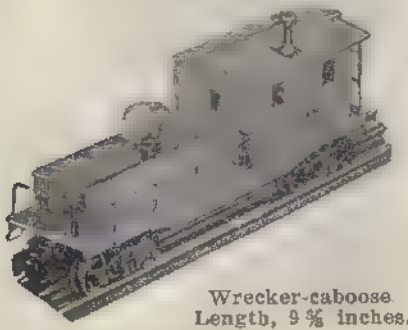
Oil car. Length 10¼ inches.

No.	Wt. each	Each
6535	1½ lbs.	(F)$4.75



Illuminated Pullman. Length, 10½ inches.

No.	Wt. each	Each
6442	1½ lbs.	(F)$4.50



Wrecker-caboose.
Length, 9⅝ inches.

No.	Wt. each	Each
6420	1½ lbs.	(F)$6.50

Illuminated caboose.
Length, 7¼ inches.

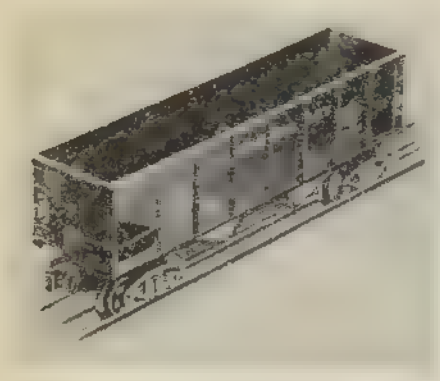
No.	Wt. each	Each
6437	1½ lbs.	(F)$4.50

Illuminated observation.
Length, 10 inches.

No.	Wt. each	Each
6443	1½ lbs.	(F)$4.50

All above, one in a box. Twelve in a carton
(F) Fair Traded

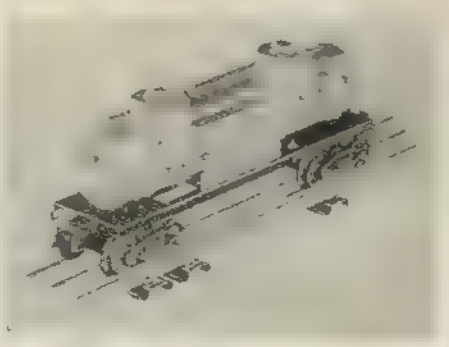
LIONEL SCALE-DETAILED CARS



Hopper car. Length, 9 ½ inches.

No.	Wt. each	Each
6456	1 ½ lbs.	(F) $4.25

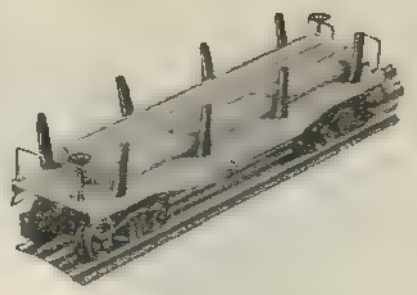
One in a box. Twelve in a carton



Oil car. Length, 9 inches.

No.	Wt. each	Each
6465	1 ½ lbs.	(F) $4.00

One in a box. Twelve in a carton



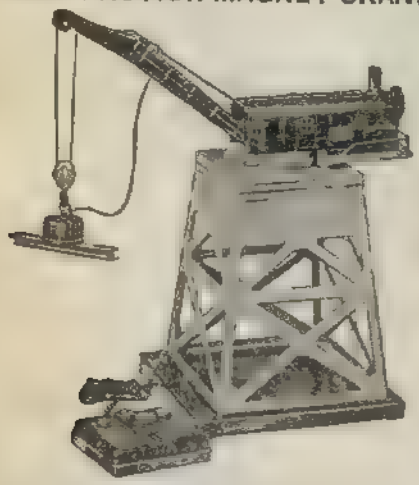
Flat car. Length, 9 inches.

No.	Wt. each	Each
6411	2 lbs.	(F) $3.75

One in a box. Twelve in a carton

LIONEL FULLY-AUTOMATIC ACCESSORIES

TRIPLE-ACTION MAGNET CRANE

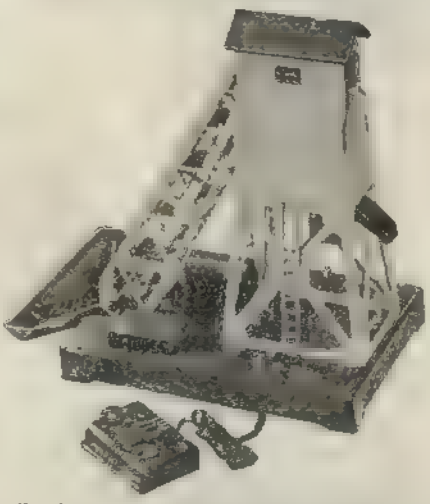


Motor operates winch to raise and lower block and tackle. Another action swings derrick in 360-degree circle, either direction. Wheel at rear of cab raises or lowers boom. Energized magnet picks up steel scrap. Illuminated cab. Height, 10 inches.

No.	Wt. each	Each
182	7 lbs.	(F) $19.95

One in a box. Four in a carton

ELECTRIC COAL ELEVATOR

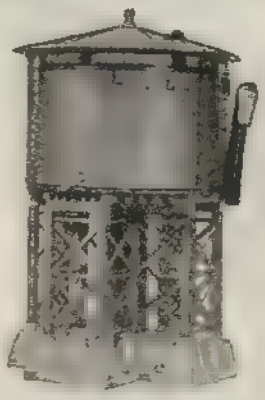


Buckets on endless chain carry artificial coal to bunker, where contents are tipped into loft. At touch of button, gate opens and coal pours down chute into waiting car. Height, 12 inches.

No.	Wt. each	Each
97	6 lbs.	(F) $15.75

One in a box Four in a carton

AUTOMATIC WATER TOWER



Most ingenious action. When control button is pressed, spout lowers over waiting locomotive tender. Spout folds back to vertical position when button is released. Tank made of translucent polystyrene.

No.	Wt. per ctn.	Each
30	32 lbs.	(F) $7.95

One in a box. Six in a carton

GATEMAN

When train nears, door opens and gateman rushes out, swinging lantern.

No.	Wt. each	Each
45	2 ½ lbs.	(F) $6.50

One in a box. Six in a carton

SEMAPHORE

Semaphore blade is in upright position and green bull's eye glows when train approaches. After last car passes, blade drops and red light winks on.

No.	Wt. each	Each
151	1 lbs.	(F) $4.95

One in a box. Twelve in a carton

BLOCK SIGNAL

An ingenious automatic accessory that enables two trains to operate simultaneously on same track. Contactor, bulbs, Lockon, fibre pins and connecting wires included.

No.	Wt. each	Each
153	1 lb.	(F) $4.25

One in a box. Twelve in a carton

(F) Fair Traded

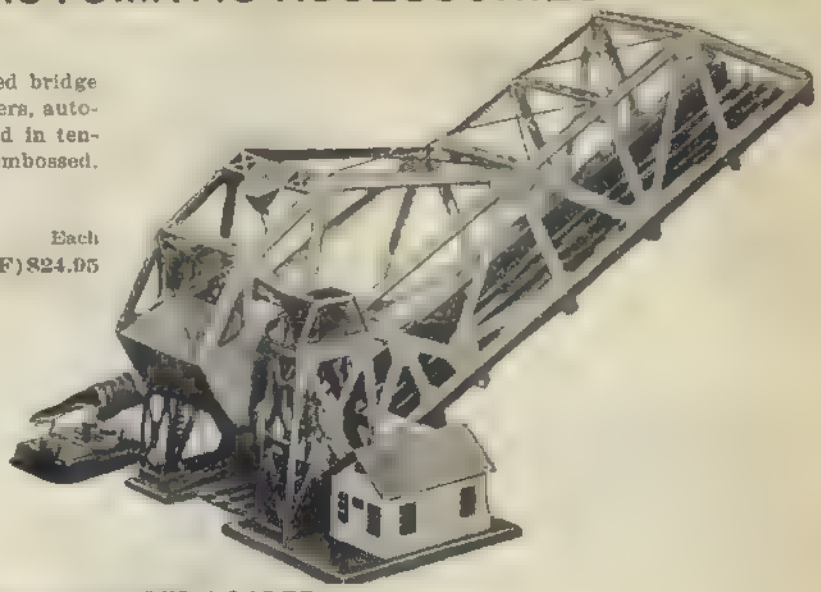
LIONEL FULLY-AUTOMATIC ACCESSORIES

AUTOMATIC BASCULE BRIDGE

Operated by remote control. When button is pressed bridge lifts open, halting approaching train. Then bridge lowers, automatically, and train continues its trip. Motor enclosed in tender's shack. Bridge made of heavy gauge steel, deeply embossed. Size when closed: 21½ inches long, 9¼ inches high

No.	Weight each	Each
313	11 lbs	(F)$24.95

One in a carton



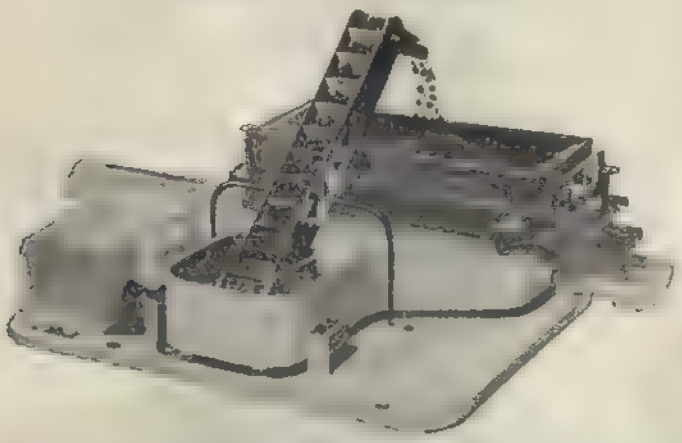
CONVEYOR LUMBER LOADER

One of the finest Lionel accessories, completely automatic in operation. Logs are unloaded into bin and carried to upper platform on new-type endless belt, where they are emptied by remote control into the lumber car standing in readiness. Entire operation completed on same track—need for sidings eliminated. Conveyor belt has automatic take-up, keeping it taut at all times. Red-green signal lamp illuminated. An extra heavy, all-steel accessory.

No.	Wt. each	Each
364	6 lbs.	(F)$12.50

One in a box. Six in a carton

CONVEYOR COAL LOADER

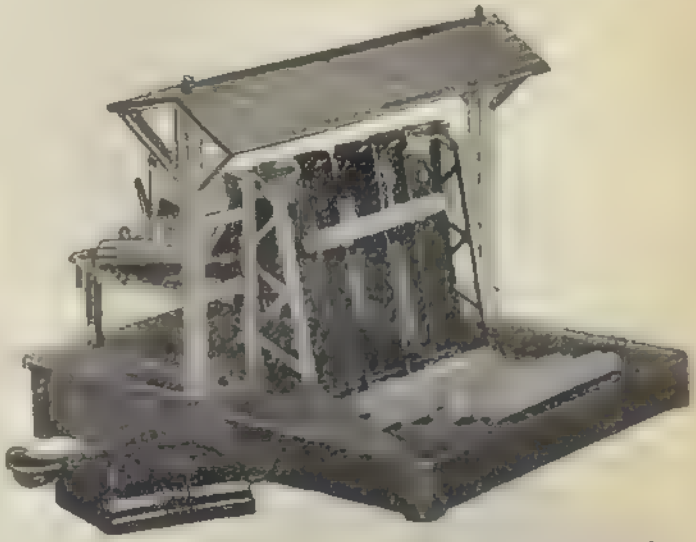


Coal can be loaded and unloaded from the same track by remote control. Switches, sidings, extra track, etc., are unnecessary. When coal is dumped from car, it is fed to conveyor by means of an ingenious vibrating motion. Rubber buckets on an all-rubber endless belt pick up coal and carry it to the top, from which point it tips into the waiting car. Motor is encased in accurately-designed Diesel-type housing. Heavy cast base. A highly colorful accessory.

No.	Weight each	Each
397	6 lbs.	(F)$11.95

One in a box. Six in a carton

ELECTRIC LOG LOADER



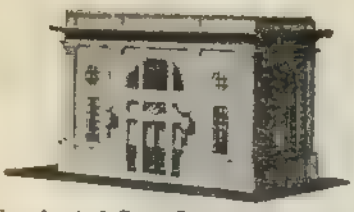
Hooks on a revolving, endless chain lift logs from trough to the elevated loading platform. When control button is pressed, lumber tumbles into car on tracks below. Dimensions: 9 inches high, 11¾ inches wide, 10⅝ inches long. Logs, controller, wires included.

No.	Weight each	Each
164	7 lbs.	(F)$21.50

One in a box. Four in a carton

(F) Fair Traded

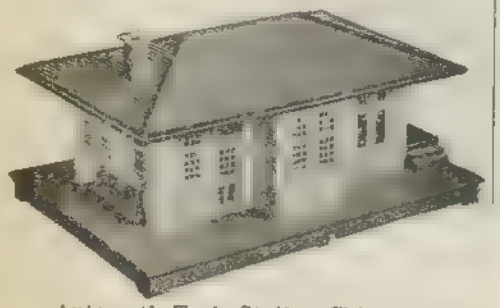
LIONEL ACCESSORIES



Illuminated Stop Station. 13⅝ inches long, 9¼ inches wide, and 8½ inches high.

No.	Wt. each	Each
115	6½ lbs.	(F) $16.50

One in a box. Four in a carton



Automatic Train Station. Shingle roof, clapboard sides and minutely detailed windows. Has device which automatically stops all train sets when they reach the point in the track layout on which the station is located.

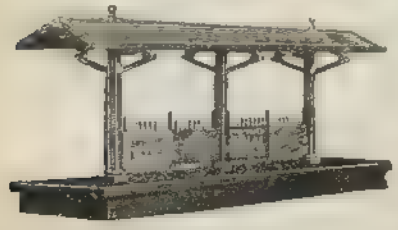
No.	Wt each	Each
132	5 lbs.	(F) $8.95

One in a box. Four in a carton

Flashing Highway Signal. 9 inches high.

No.	Wt each	Each
154	1 lb.	(F) $4.75

One in a box. Twelve in a carton



Illuminated Station Platform. 12 inches long, 5⅛ inches high, 3¼ inches wide.

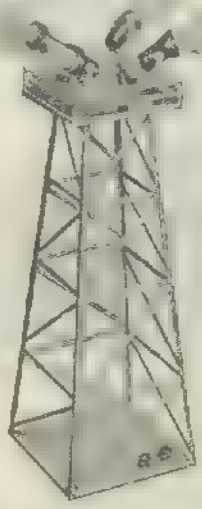
No.	Wt. each	Each
156	3 lbs.	(F) $4.50

One in a box. Twelve in a carton

Crossing Gate, 10½ inches long.

No.	Wt each	Each
152	1 lb.	(F) $4.50

One in a box. Twelve in a carton



Floodlight Tower consists of a tall lattice work steel structure, fitted with a platform and a ladder, and mounts four swivelling spot lights, such as used for illuminating railway yards and freight depots. The structure is richly enamelled in two tones

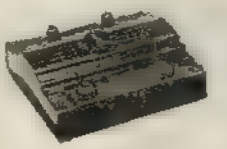
No.	Wt. each	Each
395	1 lb.	(F) $3.95

One in a box. Twelve in a carton

Operating Watchman Signal, stands 7 inches high.

No.	Wt each	Each
1045	1 lb.	(F) $3.25

One in a box. Twelve in a carton



Whistle Controller. For use with whistling locos. One operating button blows whistle, another controls locomotive.

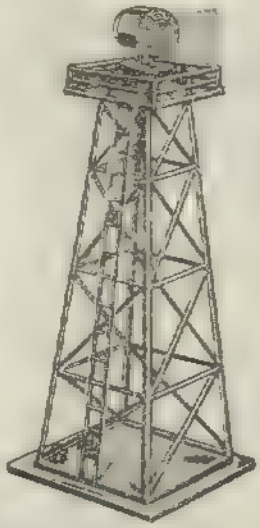
No.	Wt. each	Each
167	1 lb.	(F) $3.25

One in a box. Twelve in a carton

Telegraph Poles Set of six.

No.	Wt. each	Per set
150	1 lb.	(F) $3.00

One set in a box. Twelve sets in a carton



A miniature of the rotary beacons used to define the airlanes throughout the United States. Consists of a lattice work steel structure with a platform on top, in the center of which is placed a powerful light. Over this light a miniature search light, filled with two fresnel type lenses, revolves on jewel bearings. The rotation is produced by the streaming of warm air generated by the lamp.

No.	Wt each	Each
394	2 lbs.	(F) $2.95

One in a box. Twelve in a carton

A scaled down model of the big steel railroad bridges that span real rivers. Embossing on gusseted girder members emphasizes rivet heads.

No.	Wt. each	Each
316	1 lb.	(F) $2.75

One in a box. Twelve in a carton

(F) Fair Traded

LIONEL ACCESSORIES

No. 56 Lamp Post, 7¾ inches high.

No. 58 Lamp Post, 7½ inches high.

No. 35 Boulevard Lamp, 6⅛ inches high.

No.	Weight each	Each
56	1 lb.	(F)$3.00
58	1 lb.	(F) 2.50
35	1 lb.	(F) 2.25

Twelve in a carton

No. 64 Street Lamp, 6⅝ inches high

No. 70 Miniature Yard Lamp, 4½ inches high.

No. 71 Lamp Post, 6¼ inches high.

No.	Weight each	Each
64	1 lb.	(F)$2.25
70	1 lb.	(F) 1.75
71	1 lb.	(F) .85

Twelve in a carton

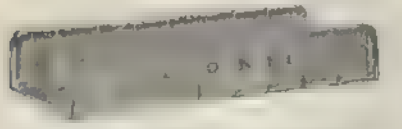


Plate Girder Bridge, 10 inches long.

No.	Wt. each	Each
314	2 lbs.	(F)$2.50

Twelve in a carton

Reversing Controller.

No.	Wt. each	Each
88	1 lb.	(F)$1.25

Twelve in a carton

Bag of Grass. About ½ pound.

No.	Wt. per bag	Per bag
919	½ lb.	(F)$0.50

Twelve bags in a carton

Water Tower. Stands 8⅝ inches high.

No	Wt. each	Each
93	1 lb.	(F)$1.75

Twelve in a carton

Smoke Pellets, for use with all Smoke Locomotives illustrated. Fifty in a bottle.

No	Wt. per bottle	Per bottle
SP	¼ lb.	(F)$1.00

Twelve bottles in a carton

Artificial Coal. About ½ pound.

No.	Wt. per bag	Per bag
206	½ lb.	(F)$0.35

Twelve bags in a carton

Barrels. Set of six

No	Wt. per set	Per set
0209	½ lb.	(F)$0.50

One set in a carton

Tube of Lubricant.

No	Wt. per tube	Per tube
925	¼ lb.	(F)$0.35

Twelve tubes in a carton

CHART OF REPLACEMENT LAMPS

For Lionel Trains and Accessories

Lamp No	For use with following equipment		Each
27-3	221-224 671-671R-154-1121-1121C 1654-1666-2440-2441-2443	(F)	$0.25
27-6		(F)	.30
28-3	56-127	(F)	.25
28-6	022C 025	(F)	.30
39-3	58	(F)	.30
40-3	115	(F)	.30
47-73		(F)	.30
63-11		(F)	.30
64-15	64	(F)	.40
79-23	1025	(F)	.30
151-51	151-364-397-2026	(F)	.25
152-38	152	(F)	.30
153-23	153	(F)	$0.30
153-24	153	(F)	.30
154-18	45-154	(F)	.30
156-13	156	(F)	.25
165-53	26 182	(F)	.30
315-20	315-2357-2457-4457	(F)	.25
408-45	022C	(F)	.30
616-13	1665-2333-2403B	(F)	.30
671-75		(F)	.75
703-10	671 (1946) 726 (1946) 2020 (1946)	(F)	.75
717-54	313 2332-2400-2401 2625 2857	(F)	.25
732-9	022 35 042 675 726-2020 2025 2671W	(F)	.30
2420-20	2420	(F)	.85
Q-90	1001-A-R-RW-V-VW-Z-ZW	(F)	.25

(F) Fair Traded

LIONEL TRACKS AND SWITCHES

"027" GAUGE

Remote Control Electric Switches.

No.	Wt. per pr.	Per pr
1121	4 lbs	(F)$10.95

One pair in a box

Manual Switches

No	Wt. per pr	Per pr
1024	2 lbs.	(F)$5.00

One pair in a box

Magnetic Track Set

No.	Weight each	Each
6019	½ lb	(F)$2.75

One in a box

90-degree Crossover.

No	Wt. each	Each
1021	1 lb.	(F)$1.75

One in a box

Lockon, for "027" or "0" Gauge.

No	Each
OTC	(F)$0.40

"0" GAUGE

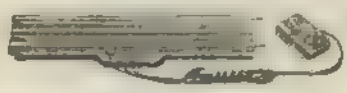
Remote Control Electric Switches.

No	Wt. per pr	Per pr
022	5 lbs.	(F)$18.75

Manual Switches

No	Wt. per pr.	Per pr.
042	4 lbs.	(F)$10.00

One pair in a box



Remote Control Track Set

No.	Weight each	Each
RCS	½ lb.	(F)$3.00

One in a box

45-degree Crossover.

No.	Weight each	Each
020X	1 lb.	(F)$2.75

One in a box

90-degree Crossover.

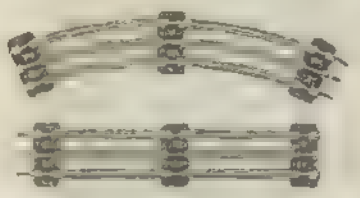
No.	Weight each	Each
020	1 lb.	(F)$2.50

One in a box

"027" AND "0" GAUGE

Illuminated Bumper, for "027" and "0" Gauge Track.

No.	Each
26	(F)$1.75



"027" GAUGE TRACK

Straight and curved track. Straight track is 8⅞ inches long. Curved track is 9½ inches long.

Straight Track

No.	Wt. per box	Each
1018	14 lbs.	(F)$0.25

Curved Track

No.	Wt. per box	Each
1013	13 lbs.	(F)$0.25

One-hundred pieces in a box

"0" GAUGE TRACK

Curved and straight track and half-section track. Curved track is 10⅞ inches long. Straight track is 10 inches long. Running rails have doubled, turn-back flanges for extra strength. Perfectly insulated.

Straight Track

No	Wt. per box	Each
OS	23 lbs.	(F)$0.30

Curved Track

No	Wt. per box	Each
OC	25 lbs.	(F)$0.30

One-hundred pieces in a box

Half Section Straight Track

No.	Wt. per box	Each
½OS	13 lbs.	(F)$0.30

Half Section Curved Track

No	Wt. per box	Each
½OC	14 lbs	(F)$0.30

"027" GAUGE FIBRE PINS

No	Each
313-82	(F)$0.05

"0" GAUGE FIBRE PINS

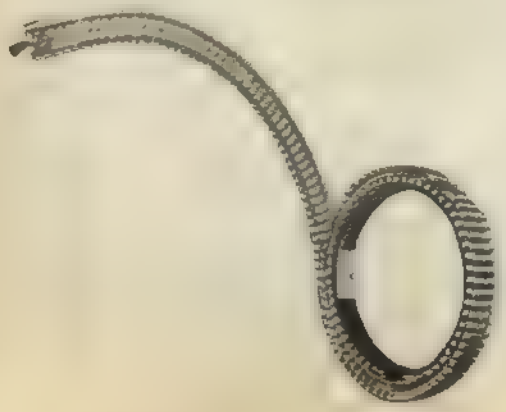
No.	Each
011-11	(F)$0.05

"027" GAUGE STEEL PINS

No.	Per doz
1013-17	(F)$0.10

"0" GAUGE STEEL PINS

No	Per doz
OC-18	(F)$0.10



KAYWOOD CORPORATION

FLEX-I-TRACK

Flexible track, connects with any "0" gauge or "027" gauge track. Can be used with switches, cross-overs and other equipment. Can be rolled out in curves and tunnels. Each track has its own metal reel. Made in 5-foot sections, 2 on a reel. For use inside or outdoors.

No	Weight each	Each
10-ft. reel	4 lbs.	$7.95

One reel in a box
Ten reels in a case

(F) Fair Traded

PROTO DISPLAY BOARDS

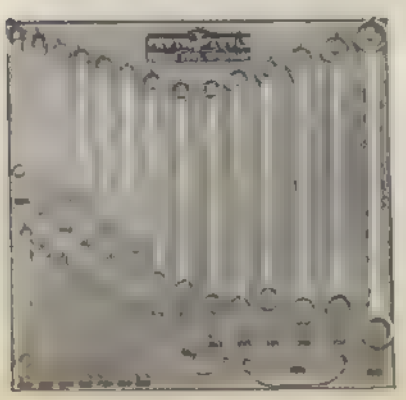
MISCELLANEOUS PLIERS

Board No. 2

ADJUSTABLE AND PIPE WRENCHES

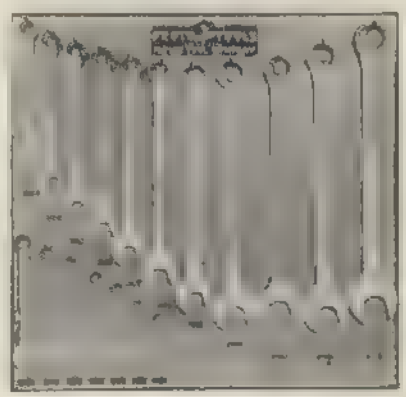
Board No. 7

BOX WRENCHES



Board No. 11

COMBINATION OPEN END AND BOX WRENCHES

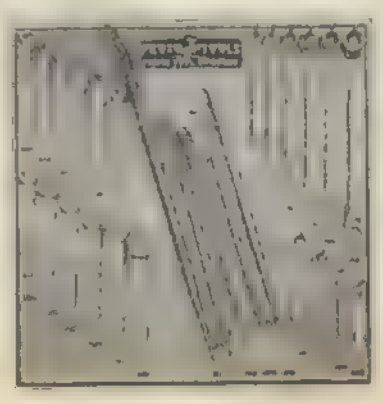


Board No. 12

OPEN END WRENCHES

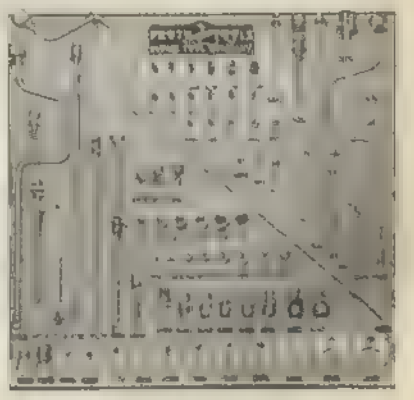
Board No. 30

OFFSET BOX WRENCHES, GARAGE AND GREASE BARS AND FLARE NUT WRENCHES



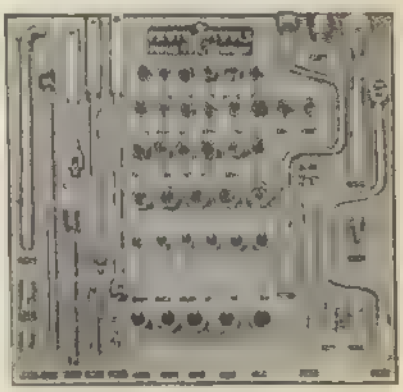
Board No. 81

¼ IN. AND ⅜ IN. SQ. DRIVE SOCKETS AND ATTACHMENTS



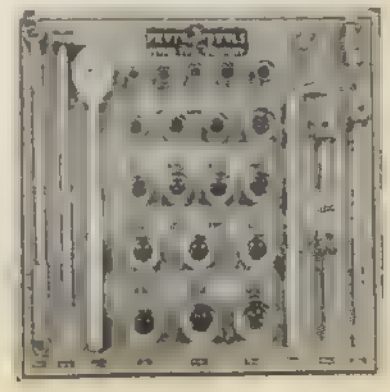
Board No. 32

1/2 IN. DRIVE SOCKETS AND ATTACHMENTS



Board No. 34

3/4 IN. DRIVE SOCKETS AND ATTACHMENTS



Board No. 56

PROTO DISPLAY BOARDS

PLASTIC HANDLE AND OFFSET SCREW DRIVERS

Board No. 96

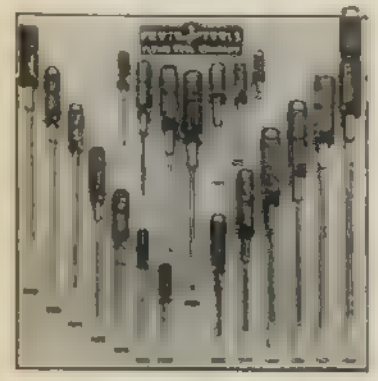
MISCELLANEOUS TOOLS

Board No. 67

BODY AND FENDER TOOLS

Board No. 14

WOOD HANDLE SCREW DRIVERS



Board No. 97

MISCELLANEOUS TOOLS

Board No. 65

PLASTIC FACE HAMMERS

Board No. 139

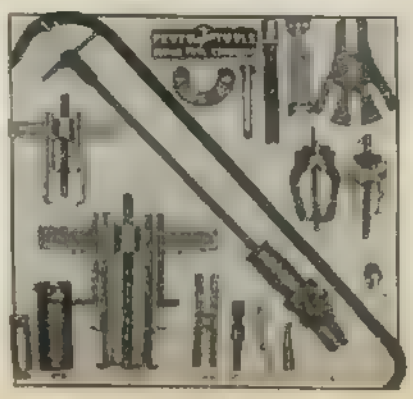
PUNCHES, CHISELS AND SCREW EXTRACTORS

Board No. 86

PLUMBING TOOLS

Board No. 6

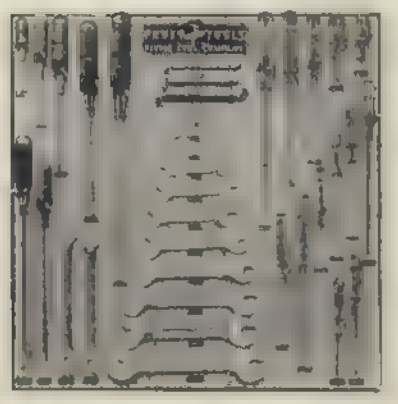
PULLERS



Board No. 40

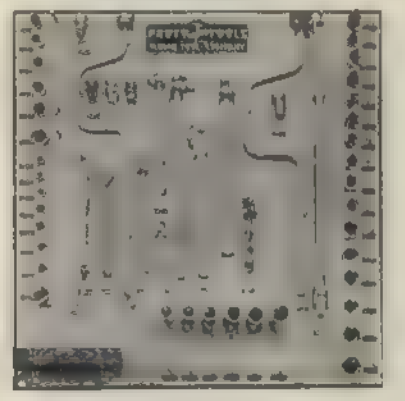
PROTO DISPLAY BOARDS

SCREW DRIVERS AND WRENCHES



Board No. 21

SOCKET HANDLES AND ATTACHMENTS



Board No. 24

FEELER GAUGES

Board No. 00

COMBINATION BOX AND OFFSET BOX WRENCHES

Board No. 22

PUNCHES, CALKING TOOLS, CHISELS AND SCREW EXTRACTORS

Board No. 23

INFORMATION AND INSTRUCTIONS REGARDING ORDERING OF PROTO DISPLAY BOARDS

Display Boards are shipped from the factory F.O.B., Portland, Oregon. They are furnished free, less the tools, and are shipped with all the required mounting hardware, clear installation instructions, and also a Proto sign. No merchandise is shipped from the factory. All boards are same size, 24 inches square.

All Display Boards and tool mounting hardware remain the property of the Proto Tool Company, are to be used only for the display of Proto Tools, and must be returned to the factory on demand.

In order to qualify for these boards, the dealer must have a reasonable representative stock, either on hand or on order with us, to support the proper display of all items to be mounted. No board orders will be accepted from any one other than bona fide retailers and must be approved by us before shipment is made from the factory.

Boards may be ordered singly or in any group of numbers, the only restriction governing the selection is as follows:

Board Numbers 21, 22, 23, and 24 should not be ordered in combination with numbers 11, 12, 30, 52, 81, 96, or 97, because of duplication of items.

WRITE ALL BOARD ORDERS ON SEPARATE SHEETS TO BE SHIPPED FROM THE FACTORY

PIPE WRENCHES

GENUINE STILLSON

Walworth Master. Drop forged tool steel, polished hardened jaws. Steel handle

No.	Length, ins.	For pipe, ins.	Wt. each	Each
S-406	6	⅛ to ½	¼ lb	$1.90
S-408	8	⅛ to ¾	½ lb	2.20
S-410	10	⅛ to 1	1¼ lbs.	2.90
S-414	14	¼ to 1½	2½ lbs.	3.90

Six in a carton

Walworth Master. Drop forged tool steel, polished hardened jaws. Steel handle.

No.	Length, ins.	For pipe, ins.	Wt. each	Each
S-418	18	¼ to 2	4½ lbs.	$ 5.50
S-424	24	¼ to 2½	7½ lbs.	9.50
S-436	36	¼ to 3½	16 lbs.	19.20
S-448	48	1 to 5	24 lbs.	29.50

18 and 24-inch, six in a carton
36 and 48-inch, loose

STILLSON PATTERN

Drop forged tool steel, hardened jaws. All metal parts polished. Steel handle.

No.	Length, ins.	For pipe, ins.	Wt. each	Each
806	6	⅛ to ½	¼ lb.	$ 1.70
808	8	⅛ to ¾	½ lb.	2.00
810	10	⅛ to 1	1¼ lbs.	2.60
814	14	¼ to 1½	2½ lbs.	3.50
818	18	¼ to 2	4½ lbs.	4.95
824	24	¼ to 2½	7½ lbs.	8.50
836	36	¼ to 3½	16 lbs.	17.10
848	48	1 to 5	24 lbs.	26.55

6 to 24-inch, six in a carton
36 and 48-inch, loose

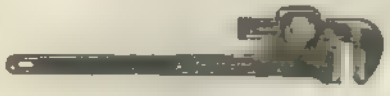
GENUINE TRIMO

Drop forged tool steel. Replaceable heel jaw.

No.	Length, ins.	For pipe, ins.	Wt. each	Each
606	6	⅛ to ½	½ lb.	$ 1.90
608	8	⅛ to ¾	¾ lb.	2.20
610	10	⅛ to 1	1½ lbs.	2.85
614	14	¼ to 1½	3 lbs.	3.85
618	18	¼ to 2	5 lbs.	5.50
624	24	¼ to 2½	8½ lbs.	9.50
636	36	½ to 3½	16 lbs.	20.00
648	48	1 to 5	25 lbs.	30.00

6 to 24-inch, six in a carton
36 to 48-inch, loose

WALCO



Drop forged steel with integral housing. Renewable lower jaw. Parkerized finish with cadmium plated nut.

No.	Length, ins.	For pipe, ins.	Wt. each	Each
6	6	⅛ to ½	5/16 lb.	$ 1.90
8	8	⅛ to ¾	⅝ lb.	2.20
10	10	⅛ to 1	1⅝ lbs.	2.85
14	14	¼ to 1½	2¾ lbs.	3.85
18	18	¼ to 2	4 11/16 lbs.	5.50
24	24	¼ to 2½	8¼ lbs.	9.50
36	36	¼ to 4	18½ lbs.	20.00
48	48	1 to 5	29 lbs.	30.00

6 to 24-inch, six in a carton
36 and 48-inch, loose

RIDGID STRAIGHT

Powerful all-alloy rigid housing. Chrome molybdenum jaws. Replaceable heel jaw.

Length	For pipe	Wt. each	Each
6 in.	⅛ to ¾ in.	½ lb.	$ 1.90
8 in.	⅛ to 1 in.	¾ lb.	2.20
10 in.	¼ to 1½ in.	1¾ lbs.	2.85
14 in.	¼ to 2 in.	3¼ lbs.	3.85
18 in.	¼ to 2½ in.	5 lbs.	5.50
24 in.	½ to 3 in.	8¼ lbs.	9.50
36 in.	½ to 4½ in.	16¼ lbs.	20.00
48 in.	¾ to 6 in.	27¾ lbs.	30.00

6 to 24-inch, six in a carton
36 to 48-inch, loose

RIDGID END TYPE

Powerful all-alloy rigid housing. Chrome molybdenum jaws. For pipes in coils or against flat surfaces. All parts except handle, same as regular rigid.

No.	Length, ins.	For pipe, ins.	Wt. each	Each
E- 6	6	⅛ to ¾	½ lb.	$ 1.00
E- 8	8	⅛ to 1	¾ lb.	2.20
E-10	10	¼ to 1½	1¾ lbs.	2.85
E-14	14	¼ to 2	3¼ lbs.	3.85
E-18	18	½ to 2½	5½ lbs.	5.50
E-24	24	½ to 3	8½ lbs.	9.50
E-36	36	¾ to 4	16 lbs.	20.00

6 to 24-inch, six in a carton
36 and 48-inch, loose

SCHICK ALUMINUM

Aluminum alloy wrench, approximately one-third the weight of steel wrenches. Replaceable alloy steel jaws. Satin finish.

No.	Length, ins.	For pipe, ins.	Wt. each	Each
510	10	⅛ to 1½	¾ lb.	$ 2.70
514	14	¼ to 2	1¼ lbs.	3.60
518	18	¼ to 2½	2 lbs.	5.25
524	24	¼ to 3	3¼ lbs.	9.00
536	36	¼ to 4½	6 lbs.	18.75

6 to 24-inch, six in a carton
36 and 48-inch, loose

PROTO TOOL CHESTS AND BOXES

TOOLMOBILE

The finest tool box money can buy. One piece construction with all parts joined by spot welding. Chest 29½ in. high without casters or piston rack. 28 in. wide, 17¾ in. from front to back. Lustrous Chinese red enamel finish. Strong as a steel safe. The most popular roller box on the market.

SPECIFICATIONS

(1) Bolted on rack, has 16 holes and 8 slots for pistons, valves, and tools.

(2) Large working surface 17¾ in. x 28 in.

(3) Barrel lock with locking bar secures everything with one key. Locking bar drops in slot at left out of way when chest is not in use.

(4) Side rail on each side for socket rack

(5) Drawer 3¾ in. deep, complete with adjustable divider.

(6) Drawer 5⅞ in. deep with adjustable dividers

(7) Drawer 6½ in. deep.

(8) Large compartment 10 in. high. Front panel slides under drawer above

(9) Ventilators on both sides.

(10) Rounded streamlined corners

(11) Large diameter ball bearing casters. Front casters with foot operated brakes

(12) 6 in. x 6 in. steel reinforcement plate under top for attaching light bolt on vise

(13) All corners reinforced on inside for added strength and rigidity.

(14) All drawers run on special rollers.

No.	Wt Boxed	Each
9969-1	119 lbs.	$87.50

One in a case

MASTER TOOL CHEST

Folding handles. Spring clips inside lid. Finished in Chinese red

Outside dimensions: 12 in. wide, 26½ in. long, 20½ in. high. Top compartment 7½ in. deep. Top drawer 1½ in. deep, with compartment for small sockets. Second drawer 1½ in. deep, with two adjustable partitions. Third drawer 3¼ in. deep, with two adjustable partitions. Bottom drawer 3½ in. deep, with two movable partitions.

Front slides under bottom drawer. With lid closed, front covers drawers, and is locked with spring controlled bolts. One lock secures everything.

No.	Wt. Each	Each
9996	77 lbs	$62.50

One in a carton.

MASTER TOOL CHEST

Welded and riveted; dark red baked enamel finish. Hinged tray swings up with lid. Removable tray gives easy access to large interior.

Overall dimensions: 9 in. deep, 11½ in wide, 20½ in. long. Hinged tray 1¼ in. deep, 5½ in. wide, 19 in. long. Front tray 1½ in. deep, 5½ in. wide, 19 in. long. Bottom comp. 6 in. deep, 11 in. wide, 20 in. long. Fixed tray in top space 2½ in. deep, 4¾ in. wide, 20 in. long. Each tray and bottom compartment have a divided section. Heavy hasp fits over staple on hinged front to lock chest. Strong folding handles.

No.	Wt. Each	Each
9989	20 lbs.	$11.95

One in a carton.

MASTER TOOL CHEST

Streamlined deluxe. Smooth contours, rounded edges. Finished in Chinese red. Overall dimensions 11¼ in. wide, 12¾ in. deep, 24½ in. long. Cantilever tray in top partitioned for small tools. Drawers run on roller slides. One padlock secures everything

No.	Wt. Each	Each
9990	37 lbs	$24.95

One in a carton.

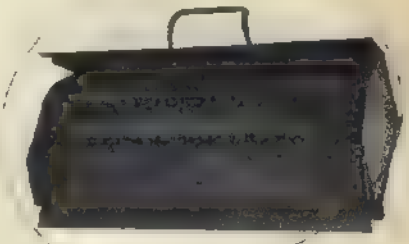
UTILITY CHEST

22¼ in. long, 9 in. wide, 6½ in. high, with drop front and drop handles at each end. Dark red wrinkle finish. Heavy gauge steel.

No.	Wt. Each	Each
9980	11 lbs.	$8.95

One in a carton.

HIP ROOF TOOL BOX



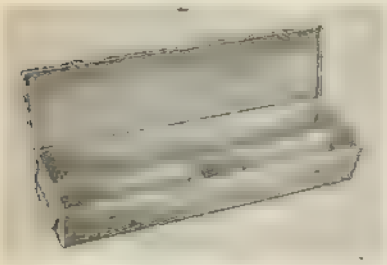
A handy tote tray fits inside the top, and has a socket compartment 13½ in. long and another compartment 2 in. wide the full length of the tray. Two strong handles hold box shut when carried. Red finish. Size 21 in. long, 8 1/16 in. wide, 7 1/16 in. deep.

No.	Wt. Each	Each
100HR	13 lbs.	$6.30

Four in a carton.

PROTO TOOL BOXES

EXTRA HEAVY DUTY BOX

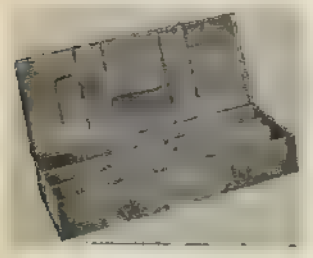


5 in. deep, 8¼ in. wide and 30 in. long, inside dimensions, to fit the 1 in. drive Extra-Heavy-Duty handles and sockets. Also used for large Heavy-Duty sets, with ¾ in. square drive. Extra-heavy throughout, welded, riveted and reinforced. Red baked enamel finish

No.	Wt. Each	Each
5894	17½ lbs.	$9.90

One in a carton.

HEAVY DUTY BOX



For Heavy-Duty Socket Sets with ¾ in. drive. Lid reinforced with steel cross-ribs. Handle, on top of lid, folds flush. Three compartments. Double-hinged; locks with two spring hasps. 3¾ in. deep, 8 in. wide, 22½ in. long, inside measurements. Red baked enamel finish.

No.	Wt. Each	Each
5695	8¼ lbs	$5.90

One in a carton.

STANDARD TOOL BOX

Socket compartment lengthwise of box, and compartment at front for small tools, etc. 1¾ in. deep, 8½ in. wide, 19 in. long. Red baked enamel finish.

No.	Wt. Each	Each
5495	5¼ lbs.	$2.97

One in a carton.

CUB TOOL BOX

A small box, 1½ in. deep, 5⅞ in. wide, 18½ in. long. Handy for trouble-shooting, a convenient size to carry. Red baked enamel finish.

No.	Wt. Each	Each
5295	2½ lbs.	$2.45

One in a carton.

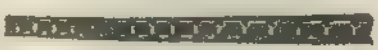
MIDGET TOOL BOX

Made to hold Proto Midget Tools. A sturdy steel box 6½ in. long by 2⅝ in wide by 1 in. deep. Finished in Chinese Red.

No.	Weight	Each
4795	1 lb.	$0.69

One in a carton.

SOCKET RACKS



Made with clip on back, which slips over edge of box or partition. Can be carried on side of Tote Tray or can be put in a convenient place on wall or bench. Sockets fit firmly on rack. Red baked enamel finish.

No. 5297—Cub Socket Rack, 18¼ in. long; has 17 clips for sockets with ⅜ in. square drives.

No. 5497—Standard Socket Rack, 18½ in. long; has 17 clips for sockets with ½ in. square drives.

No.	Wt. Each	Each
5297	½ lb.	$0.75
5497	½ lb.	.76

Loose

KITS FOR TOOL SETS

For storing and carrying tools. They are made of a new rubber and plastic material which has amazing durability and noted for long wear. Flexible, will not crack or peel, is scratch and scuff proof, resists oil and grease, and easy to clean with soap and water. The kits are red with gold marking, and have strongly stitched seams and heavy tie strings.

No.	Size	Pockets	Each
2401	27 x10 in.	24	$1.98
2402	16¼x 9⅝ in.	12	1.31
2403	10½x12¼ in.	7	.71
2404	12½x15 in.	7	1.13
2405	9⅞x20¾ in.	5	1.40
2406	22½x22¼ in.	10	2.38
2408	8 x13¼ in.	4	.87
2411	7 x 9¼ in.	5	.58
2413	25¼x27¼ in.	15	8.24

All above, loose

ADDITIONAL

TOOL BOXES

AND

TOOL CHESTS

IN VARIOUS TYPES AND SIZES

FOR

MACHINISTS,
CARPENTERS,
PLUMBERS,
FARMERS,
AND OTHER USERS

SEE PAGES 69 AND 70

PROTO TOOLS

STANDARD ½ INCH SQ. DRIVE SETS

Originally designed for use in the oil industry but also popular in all phases of industry

Tool No.	Description
5414	7/16 In. 12 point Socket
5416	½ In. 12 point Socket
5418	9/16 In. 12 point Socket
5420	⅝ In. 12 point Socket
5422	11/16 In. 12 point Socket
5424	¾ In. 12 point Socket
5426	13/16 In. 12 point Socket
5428	⅞ In. 12 point Socket
5430	15/16 In. 12 point Socket
5432	1 In 12 point Socket
5449	Reversible Ratchet
5461	5 In Extension
5463	10 In Extension
5467	15 In. Hinge Handle
5470	Universal Joint
5480	18 In. Speed Handle
5495	Metal Box

No.	Wt. per Set	Per Set
5400-AB	11 ½ lbs.	$26.77

No. 5400AA

Same set as above less metal case, but packed in a cardboard box.

No.	Wt. per set	Per set
5400AA	6 ½ lbs.	$23.95

All above one set in a box

SPARK PLUG SOCKET SET

½ INCH SQUARE DRIVE

Consists of pin handle and six deep sockets as follows:

Tool No	Description
5800PH	Pin handle.
5343	⅝ inch 12 point deep socket
5344	11/16 inch 12 point deep socket
5347	13/16 inch 12 point deep socket
5348	⅞ inch 12 point deep socket
5349	15/16 inch 12 point deep socket
5351	1 inch 12 point deep socket

No.	Wt. per set	Per set
5800E	2 ¾ lbs.	$7.49

One set in a cardboard box

½ INCH SQUARE DRIVE SUPER SET

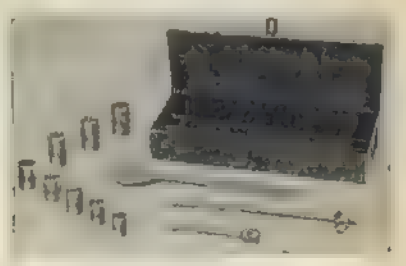
Same type set as No. 5400-AB, except contains 27 items and covering a wider range of sizes

Tool No.	Description
5414	Socket, 12 point, 7/16 inch opening
5416	Socket, 12 point, ½ inch opening
5418	Socket, 12 point, 9/16 inch opening
5419	Socket, 12 point, 11/32 inch opening
5420	Socket, 12 point, ⅝ inch opening
5421	Socket, 12 point, 21/32 inch opening
5422	Socket, 12 point, 11/16 inch opening
5424	Socket, 12 point, ¾ inch opening
5425	Socket, 12 point, 25/32 inch opening
5426	Socket, 12 point, 13/16 inch opening
5428	Socket, 12 point, ⅞ inch opening
5430	Socket, 12 point, 15/16 inch opening
5431	Socket, 12 point, 31/32 inch opening
5432	Socket, 12 point, 1 inch opening
5434	Socket, 12 point, 1 1/16 inch opening
5436	Socket, 12 point, 1 ⅛ inch opening
5438	Socket, 12 point, 1 3/16 inch opening
5440	Socket, 12 point, 1¼ inch opening
5449	Reversible Ratchet, 10 ¼ in. long
5460	Extension, 2 ½ inches long
5461	Extension, 5 inches long
5463	Extension, 10 inches long
5466PH	Pin Handle, 11 ½ inches long
5468	Hinge Handle, 18 inches long
5470	Universal Joint
5480	Speed Handle, 18 inches long
5495	Steel Box, 1 ¾ x 8 ¼ x 19 ½ inches

No.	Wt. per set	Per set
5400-OC	15 lbs.	$35.75

One set in a box

HEAVY DUTY ¾ INCH SQ. DRIVE SET



Designed for tough service, this complete, dependable set leaves little to be desired, when the job calls for heavy work. Contents below:

Tool No.	Description
5534	1 1/16 In. 12 point Socket
5536	1⅛ In. 12 point Socket
5540	1¼ In 12 point Socket
5542	1 5/16 In 12 point Socket
5546	1 7/16 In. 12 point Socket
5548	1½ In. 12 point Socket
5552	1⅝ In. 12 point Socket
5556	1¾ In. 12 point Socket
5661	Extension 8 In. long
5685	Sliding Bar
5649	Rev. Ratchet
5695	Metal Box

No.	Wt. per Set	Per Set
5500-NR	29 lbs.	$42.35

One set in a box

DEEP SOCKET SET

½ INCH SQUARE DRIVE

Consists of nine ½ inch drive 12 point deep sockets as follows:

Tool No.	Description
5340	½ inch 12 point deep socket
5341	9/16 inch 12 point deep socket
5343	⅝ inch 12 point deep socket
5344	11/16 inch 12 point deep socket
5345	¾ inch 12 point deep socket
5347	13/16 inch 12 point deep socket
5348	⅞ inch 12 point deep socket
5349	15/16 inch 12 point deep socket
5351	1 inch 12 point deep socket

No.	Wt. per set	Per set
5800B	8 ½ lbs.	$10.40

One set in a cardboard box

PROTO TOOLS
HEAVY DUTY SERIES—¾ IN. SQUARE DRIVE

REVERSIBLE RATCHET

Complete with Adaptor Plug. Precision made, overall length 20 inches.

No.	Wt. Each	Each
5649	4¾ lbs.	$13.83

RATCHET PARTS

No.		Each
5649C	Cover	$0.85
5649DL	Dog Left	.69
5649DR	Dog Right	.69
5649H	Cover Screw	.05
5649R	Reversing Assembly	.93
5649S	Spring	.08
5649W	Wheel and Plug	1.90

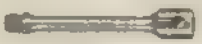
HINGE HANDLE

Hinged plug operates at any angle and is held firmly in position by friction ball. 22 in. in length.

No.	Wt. Each	Each
5668	3⅝ lbs.	$7.65

EXTENSIONS

No. 5660
5 inch



No. 5661
8 inch

No. 5663—16 inch

No.	Length	Wt. Each	Each
5660	5 in.	¾ lb.	$2.32
5661	8 in.	1¼ lb.	2.55
5663	16 in.	2¼ lb.	3.17

UNIVERSAL JOINT

3 11/16 in. overall length. ¾ in. male and female drives.

No.	Wt. Each	Each
5670	6 oz.	$6.57

SLIDING BAR HANDLE

11/16 in. Diameter bar, 18½ in. long. Friction ball in plug holds it at any point on bar.

No.	Wt. Each	Each
5685	2¾ lbs.	$3.63

ELL HANDLE

A very handy tool that gives powerful leverage. Deeply knurled grip. 17 in. long.

No.	Wt. Each	Each
5686	4 lbs.	$3.01

PIN HANDLE

Made of ½ inch stock, length overall 12 inches.

No.	Wt. each	Each
5668PH	⅝ lb.	$0.62

HEAVY-DUTY SOCKETS

Nos. 5528 to 5576

No.	Each	12 Pt. Opening	S. A. E. Bolt Size	U. S. S. Bolt Size	Amer. Std. Bolt Size	Overall Length	Weight Each
5528	$1.08	⅞ in.	9/16 in.	½ in.	5/16 in.	1¾ in.	5 oz.
5530	1.15	15/16 in.	⅝ in.		⅜ in.	1¾ in.	6 oz.
5532	1.15	1 in.	⅝ in.			2 in.	6 oz.
5534	1.31	1 1/16 in.	¾ in.	⅝ in.		2 in	8 oz.
5536	1.39	1 1/8 in.			¾ in.	2 5/16 in.	10 oz.
5538	1.47	1 3/16 in.				2 5/16 in.	10 oz.
5540	1.54	1¼ in.	⅞ in.	¾ in.		2 5/16 in.	13 oz.
5542	1.62	1 5/16 in.			⅞ in.	2½ in.	1 lb.
5544	1.77	1 3/8 in.				2⅝ in.	1¼ lbs.
5546	1.93	1 7/16 in.	1 in.	⅞ in.		2⅝ in.	1¼ lbs.
5548	2.70	1½ in.			1 in.	3½ in.	1¾ lbs.
5550	2.78	1 9/16 in.				3½ in.	1¾ lbs.
5552	2.86	1 5/8 in.	1⅛ in.	1 in.		3½ in.	2 lbs.
5554	3.01	1 11/16 in.			1⅛ in.	3½ in.	2⅜ lbs.
5556	3.09	1¾ in.				3½ in.	2⅜ lbs.
5558	3.24	1 13/16 in.	1¼ in.	1⅛ in.		3½ in.	2½ lbs.
5560	3.47	1⅞ in.			1¼ in.	3½ in.	2½ lbs.
5564	3.86	2 in.	1⅜ in.	1¼ in.		3½ in.	3 lbs.
5568	4.55	2⅛ in.				3½ in.	3½ lbs.
5572	6.57	2¼ in.			1½ in.	3 13/16 in.	3¾ lbs.
5576	8.12	2⅜ in.		1½ in.		3⅞ in.	4¼ lbs.

SOCKET ADAPTORS

Nos. 5453 to 5854

No.		Wt. Each	Each
5453	½ in. Sq. Male x ¾ Sq. Female	6 oz.	$1.36
5653	¾ in. Sq. Male x ½ Sq. Female	3 oz.	1.31
5853	1 in. Sq. Male x ¾ Sq. Female	1¼ lb.	2.66
5854	¾ in. Sq. Male x 1 Sq. Female	1 lb.	8.04

SPECIAL SOCKET

Special 4-point, single square socket with 11/16 inch opening. Fits all Budd dual wheels and Lambert spacers as used on many truck models, and Budd dual wheel inner nut on 1936-1948 Dodge 1½ and 2-ton and 1941-1948 Ford 1½-ton trucks. Length, 2 inches. Inside clearance, 11/16 inch. Outside diameter, 1.593 inch.

No.	Wt. each	Each
5526S	⅝ lb.	$1.41

All above loose, except No. 5453 Adaptor six in a box.

PROTO TOOLS

★EXTRA HEAVY DUTY—1 IN. SQUARE DRIVE

SOCKET AND ATTACHMENT SET

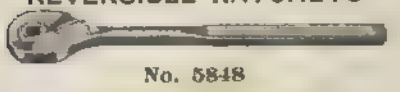
1 IN. SQUARE DRIVE

A compact set that is unusually economical and very efficient. Made to do those hard tasks quickly, a real money saver. Contents below:

Tool No.	Description
5760	1 7/8 In. 12 point opening
5764	2 In. 12 point opening
5770	2 3/16 In. 12 point opening
5772	2 1/4 In. 12 point opening
5776	2 3/8 In. 12 point opening
5780	2 1/2 In. 12 point opening
5782	2 9/16 In. 12 point opening
5784	2 5/8 In. 12 point opening
5788	2 3/4 In. 12 point opening
5794	2 15/16 In. 12 point opening
5849	26 In. Reversible Ratchet
5861	9 In. Extension
5863	18 In. Extension
5884	24 In. Sliding Bar
5885	Sliding Plug
5894	Heavy Metal Box

No.	Wt. per Set	Per Set
5700-AA	90 lbs.	$146.96

REVERSIBLE RATCHETS



No. 5848

No. 5849

The "Big Bertha" of ratchets. Made strong for powerful pulls at high speed. Reversible, Interchangeable Drive Plugs.

No. 5848 Ratchet has 1 in. square female wheel

No. 5849 Ratchet complete with 1 in. solid square male drive plug.

No.	Length	Wt. Each	Each
5848	26 ins.	11 lbs.	$27.99
5849	26 ins.	11 3/4 lbs.	24.50

1-IN. SQUARE MALE ADAPTOR PLUG

To be used with No. 5848 Ratchet

No.	Wt. Each	Each
5852	3/4 lb.	$2.66

HINGE HANDLE

A handy tool for nut turning.

No.	Length	Wt. Each	Each
5868	26 in.	9 1/4 lbs.	$22.24

EXTENSIONS

No. 5861—9 inch

No. 5863—18 inch

No.	Length	Wt. Each	Each
5861	9 in.	2 3/4 lbs.	$4.70
5863	18 in.	4 3/4 lbs.	6.07

SLIDING BAR

This handy bar is used to turn the big Proto sockets which are drilled with a hole to fit this bar. Used as a handle to make a T drive with Proto extensions. Equipped with spring ball stop on one end.

No.	Length	Wt. Each	Each
5884	24 in.	5 1/4 lbs.	$2.28

SLIDING PLUG

Used with No. 5884 Bar as Sliding Bar Handle. Has friction ball to hold it firmly at any point on bar.

No.	Wt. Each	Each
5885	1 3/8 lbs.	$3.04

ADAPTORS

Nos. 5853 and 5854

No. 5853 1 in. Square Male x 3/4 in. Square Female.

No. 5854 3/4 in. Square Male x 1 in. Square Female.

No.	Wt. Each	Each
5853	1 1/4 lbs.	$2.66
5854	1 3/8 lbs.	3.04

EXTRA HEAVY-DUTY SOCKETS

Nos. 5752 to 5812

Big, sturdy sockets that can take real rugged punishment. Bell shaped for lightness. Each socket drilled with hole so they can be used with sliding bar handle.

No.	Each	12-Point Opening	U. S. S. Bolt Size	Amer. Std. Bolt Size	S. A. E. Bolt Size	Overall Length	Weight Each
5752	$ 3.19	1 5/8 in.	1 in.		1 1/8 in.	3 1/4 in.	1 3/4 lbs.
5758	4.09	1 13/16 in.	1 1/8 in.		1 1/4 in.	3 5/16 in.	1 3/4 lbs.
5760	4.70	1 7/8 in.		1 1/4 in.		3 3/8 in.	2 lbs.
5764	5.01	2 in.	1 1/4 in.		1 3/8 in.	3 7/16 in.	2 lbs.
5770	6.53	2 3/16 in.	1 3/8 in.		1 1/2 in.	3 3/4 in.	3 lbs.
5772	6.98	2 1/4 in.		1 1/2 in.		3 13/16 in.	3 1/4 lbs.
5776	8.35	2 3/8 in.	1 1/2 in.			3 15/16 in.	3 1/2 lbs.
5780	10.02	2 1/2 in.				4 in.	4 1/2 lbs.
5782	10.86	2 9/16 in.	1 5/8 in.			4 in.	4 1/4 lbs.
5784	12.14	2 5/8 in.		1 3/4 in.		4 1/16 in.	4 3/4 lbs.
5788	13.66	2 3/4 in.	1 3/4 in.			4 3/16 in.	5 3/4 lbs.
5794	18.22	2 15/16 in.	1 7/8 in.			4 5/8 in.	7 lbs.
5800	21.99	3 1/8 in.	2 in.			4 7/8 in.	8 1/2 lbs.
5812	27.32	3 1/2 in.	2 1/4 in.			5 1/2 in.	14 3/4 lbs.

All Above Loose

★All 1 in. Square Drive Items are INDUSTRIAL ITEMS.

★PROTO IMPACT SOCKETS

For use with electric and pneumatic power tools Made from special alloy steel ruggedly constructed to give long and satisfactory service under the hardest conditions.

Nos. 07512 to 07523 and 10018 to 10035

Nos. 10018S to 10023S

3/4-INCH SQUARE DRIVE

HEXAGON SOCKETS

Proto No.	Each	Wrench Nominal	Overall Length	Nose Diameter	Body Diameter	(INTERCHANGE NUMBERS) Snap-On Number	Chicago Pneumatic No.		Ingersoll-Rand Number		Wt. Each
07512	$1.82	3/4 in.	1 7/8 in	1 5/32 in	1 5/8 in.	1P242	C-67446	WRENCH NO. 360	1P242	WRENCH NO. 511	3/8 lb.
07513	1.82	13/16 in.	1 7/8 in	1 5/32 in	1 5/8 in.	1P262	C-67448		1P262		3/8 lb.
07514	1.82	7/8 in	2 in	1 1/4 in.	1 5/8 in	1P282	C-62246		1P282		3/4 lb.
07515	1.87	15/16 in.	2 in	1 3/16 in.	1 3/4 in.	1P302	C-67449		1P302		7/8 lb
07516	1.98	1 in.	1 1/16 in.	1 3/16 in	1 7/8 in.	1P322	C-67450		1P322		1 lb.
07517	2.04	1 1/16 in.	2 1/16 in.	1 1/2 in	1 7/8 in.	1P342	C-67451		1P342		1 lb
07518	2.09	1 1/8 in.	2 3/16 in.	1 11/32 in.	2 in.	1P362	C-67452		1P362		1 1/4 lbs
07520	2.37	1 1/4 in.	2 3/16 in	1 21/32 in	2 1/8 in.	1P402	C-67454		1P402		1 3/8 lbs.
07521	2.48	1 5/16 in	2 3/16 in.	1 13/16 in.	2 1/8 in.	1P422	C-67455		1P422		1 1/2 lbs
07523	2.75	1 7/16 in.	2 3/16 in.	1 15/16 in.	2 1/4 in.	1P462	C-67457		1P462		1 3/4 lbs.

1-inch SQUARE DRIVE

HEXAGON SOCKETS

10018	$2.31	1 1/8 in.	2 3/16 in.	1 15/32 in.	2 1/8 in.	1P363	C-39644	WRENCH NO. 365	1P363	WRENCH NO. 534	1 lb
10020	2.42	1 1/4 in.	2 3/16 in.	1 23/32 in.	2 1/8 in.	1P403	C-39645		1P403		1 1/4 lbs.
10021	2.42	1 5/16 in.	2 3/16 in.	1 13/16 in.	2 1/8 in.	1P423	C-39722		1P423		1 3/8 lbs.
10023	2.59	1 3/16 in	2 5/16 in.	1 15/16 in.	2 1/4 in.	1P463	C-39467		1P463		1 5/8 lbs.
10024	2.86	1 1/2 in.	2 5/16 in.	2 3/32 in.	2 5/16 in.	1P483	C-39497		1P483		1 5/8 lbs.
10026	2.97	1 5/8 in.	2 7/16 in.	2 7/32 in.	2 7/16 in	1P523	C-39533		1P523		2 lbs.
10027	3.25	1 11/16 in.	2 7/16 in.	2 5/16 in.	2 9/16 in.	1P543	C-39498		1P543		2 1/4 lbs.
10029	3.63	1 13/16 in.	2 9/16 in.	2 7/16 in.	2 3/4 in.	1P583	C-39474		1P583		2 3/8 lbs.
10030	3.63	1 7/8 in.	2 9/16 in.	2 1/32 in.	2 3/4 in.	1P603	C-39468		1P603		2 1/2 lbs.
10032	4.13	2 in	2 11/16 in.	2 27/32 in.	3 in.	1P643	C-39534		1P643		3 1/4 lbs
10033	4.13	2 1/16 in.	2 11/16 in.	2 3/4 in.	3 in.	1P663	C-39723		1P663		3 lbs
10035	4.62	2 3/16 in.	2 13/16 in.	2 7/8 in.	3 1/4 in.	1P703	C-39601		1P703		4 lbs.

1-inch SQUARE DRIVE

8 POINT SOCKETS

10018S	$2.86	1 1/8 in.	2 1/4 in	1 29/32 in.	2 1/4 in.	1P736	C-39475	WRENCH NO. 365	1P736	WRENCH NO. 534	2 lbs
10020S	3.14	1 1/4 in.	2 1/4 in.	2 1/32 in.	2 3/8 in	1P740	C 39599		1P740		2 lbs
10021S	3.30	1 5/16 in.	2 5/16 in.	2 1/32 in.	2 5/16 in	1P742	C-39476		1P742		2 3/8 lbs
10023S	3.47	1 7/16 in.	2 7/16 in	2 3/8 in.	2 5/8 in	1P746	C-39530		1P746		2 1/4 lbs

All above loose.

★All Proto Impact Sockets are INDUSTRIAL ITEMS.

PROTO BOX WRENCHES

15° ANGLE

The wrench of perfect balance. Angle of the heads clears obstructions. Shank has rounded edges, will not cut into hands under heavy pulls.

No.	Price Each	12 Point Openings	U. S. S. Bolt Size	S. A. E. Bolt Size	Amer. Std. Bolt Size	Overall Length	Head Thickness	Weight Each
1120	$0.95	5/16" x 3/8"	1/8"-5/16"		No. 5&6-1J	4"	1/4"-1/4"	3/4 oz.
1122	.95	3/8" x 7/16"	3/16"	1/4"	10-12 & 1/4"	4 1/2"	5/32"-3/32"	1 oz.
1125	.95	7/16" x 1/2"	1/4"	1/4"-5/16"	12A 4"	5"	3/16"-3/16"	1 1/4 oz
1126	.99	1/2" x 9/16"	1/4"	5/16"-3/8"	5/16"	5 1/4"	11/32"-11/32"	1 1/2 oz
1127	1.06	1/2" x 19/32"	1/4"-5/16"	5/16"		5 1/2"	11/32"-11/32"	2 oz
1130	1.08	9/16" x 5/8"		3/8"-7/16"	5/16"-3/8"	5 3/4"	3/8"-3/8"	3 oz
1131	1.24	5/8" x 3/4"		7/16"-1/2"	3/8"-5/16"	6 1/8"	3/32"-13/32"	4 oz
1133	1.27	11/16" x 3/4"	5/16"-3/8"			10"	1/8"-1/8"	5 oz.
1134	1.31	3/4" x 11/16"	3/8"	7/16"	3/8"	10 3/4"	3/32"-3/32"	6 oz.
1135	1.39	11/16" x 3/4"	3/8"	1/2"	7/16"	11 1/4"	3/16"-3/16"	8 oz.
1136	1.46	11/16" x 7/8"	3/8"-1/2"	9/16"	9/16"	11 3/8"	3/16"-3/16"	8 oz
1137	1.46	11/16" x 29/32"	3/8"-1/2"			12 1/8"	3/16"-3/16"	9 oz
1139	1.54	3/4" x 7/8"	1/2"	1/2"-9/16"	9/16"-5/8"	13 1/8"	13/32"-13/32"	10 oz
1140	1.69	13/16" x 7/8"	1/2"	9/16"	1/2"-5/8"	14"	13/32"-13/32"	12 oz
1141	2.67	7/8" x 15/16"	1/2"-5/8"	9/16"-3/4"	9/16"	14 1/2"	1/2"-1/2"	12 oz
1145	2.67	15/16" x 1"		5/8"	5/8"	15 1/8"	1/2"-1/2"	12 oz
1147	3.04	15/16" x 1 1/16"	5/8"	5/8"-3/4"	5/8"	16 3/8"	1/2"-1/2"	1 lb
1150	3.04	1 1/16" x 1 1/8"	5/8"	3/4"	3/4"	17 1/4"	9/32"-9/32"	1 lb
1151	3.40	1 1/16" x 1 1/4"	5/8"-3/4"	3/4"-7/8"		18 1/4"	9/16"-9/16"	1 1/2 lb
1155	3.52	1 1/4" x 1 5/16"	3/4"	7/8"	7/8"	19 1/4	5/8"-5/8"	1 3/4 lbs.
1160	3.84	1 1/4" x 1 3/8"	3/4"	7/8"		20 1/4"	5/8"-5/8"	1 3/4 lbs.
1161	4.03	1 1/4" x 1 7/16"	3/4"-7/8"	7/8"-1"		21 1/4"	11/16"-11/16"	1 3/4 lbs
1162	4.75	1 3/16" x 1 1/2"	7/8"	1"	1"	22 1/4"	3/4"-3/4"	2 1/4 lbs.
1163	5.85	1 3/16" x 1 5/8"	7/8"-1"	1"-1 1/8"		23 1/4"	13/16"-13/16"	2 1/2 lbs.
1164	6.58	1 5/8" x 1 11/16"	1"	1 1/8"	1 1/8"	24 1/2"	7/8"-7/8"	2 3/4 lbs.

Nos. 1120 to 1145, six in a box, balance loose.

★EXTRA HEAVY DUTY

These wrenches are made stronger in the neck, or offset, but without increasing thickness between the broached opening and the under side of the offset.

No.	Each	12 Pt. Opening Sizes	U. S. S. Bolt Size	S. A. E. Bolt Size	Amer. Std. Bolt Size	Overall Length	Head Thickness	Weight Each
1036	$1.67	11/16 in 7/8 in	3/8 in. 1/2 in	— 9/16 in	— 9/16 in	11 1/2 in.	1/2 in 9/16 in	1 lb.
1041	2.93	7/8 in. 1 1/16 in	1/2 in. 5/8 in	9/16 in. 3/4 in	9/16 in. —	13 in.	5/8 in. 11/16 in.	1 3/4 lbs.
1045	2.93	13/16 in. 1 in	—	5/8 in. 5/8 in.	5/8 in. —	15 in.	5/8 in. 11/16 in.	2 lbs.
1051	3.42	1 1/16 in. 1 1/4 in	5/8 in. 3/4 in	3/4 in. 7/8 in	— —	16 1/2 in.	5/8 in. 3/4 in.	2 1/2 lbs.
1053	3.42	1 1/8 in. 1 1/4 in	—	— —	3/4 in. 7/8 in.	16 1/2 in.	3/4 in. 13/16 in	2 1/2 lbs.
1061	4.52	1 1/4 in 1 5/16 in.	3/4 in 7/8 in	7/8 in 1 in	— —	20 in.	7/8 in 15/16 in.	4 1/4 lbs.
1063	4.68	1 7/16 in. 1 5/8 in	7/8 in. 1 in	1 in. 1 1/8 in	— —	24 in.	1 in. 1 in.	5 1/4 lbs.
1066	8.10	1 15/16 in 2 in	1 1/8 in 1 1/4 in	1 1/4 in 1 3/8 in	— —	30 in	1 1/16 in 1 1/8 in.	8 1/4 lbs.
1069	10.32	2 3/16 in. 2 3/8 in	1 3/8 in 1 1/2 in	1 1/2 in —	— —	32 in	1 1/4 in 1 5/8 in.	12 1/4 lbs.

All above loose.

★All heavy duty box wrenches Nos. 1036 to 1069 are INDUSTRIAL ITEMS

LONG OFFSET TYPE

12-point openings, 60° angle offset on each end. No duplication of opening sizes.

No.	Each	Openings	Length	Wt. each
8180	$1.01	3/8 x 7/16 in.	7 3/4 in.	3 oz
8181	1.12	1/2 x 9/16 in	9 in	4 oz
8182	1.30	5/8 x 11/16 in	10 1/4 in.	6 oz
8183	1.41	3/4 x 13/16 in	11 1/2 in	8 oz.
8184	1.75	13/16 x 7/8 in	12 3/4 in	12 oz.
8185	2.05	15/16 x 1 in	14 in	1 lb

STUBBY OFFSET TYPE

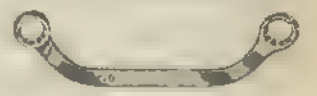
12-point opening. Different openings each end.

No.	Each	Openings	Length	Wt. each
8160	$0.90	7/8 x 7/8 in	5 in	1 1/4 oz.
8161	.97	1/2 x 9/16 in	5 1/2 in.	3 oz
8162	1.05	5/8 x 11/16 in.	6 in.	3 oz.
8163	1.12	3/4 x 13/16 in.	6 1/2 in.	4 oz.

MIDGET TYPE 6 POINT

No.	Each	Openings	Length	Wt. each
8112	$0.75	7/16 x 15/32 in	2 in	1/2 oz
8117	.81	7/32 x 15/32 in.	3 3/32 in.	1/2 oz.
8122	.86	1/4 x 9/32 in	3 3/8 in	2/3 oz
8127	.92	9/32 x 15/32 in.	3 3/4 in.	2/3 oz.

OBSTRUCTION TYPE



For turning nuts where obstructions prevent easy access with straight wrenches. 1 inch clearance at middle. 12-point openings.

No.	Each	Openings	Overall Length	Wt. each
1725	$1.55	7/16 x 1/2 in.	5 3/4 in.	3 oz.
1730	1.75	9/16 x 5/8 in.	6 1/2 in.	4 oz.
1731	1.85	5/8 x 3/4 in.	7 in.	5 oz.

All above, six in a box

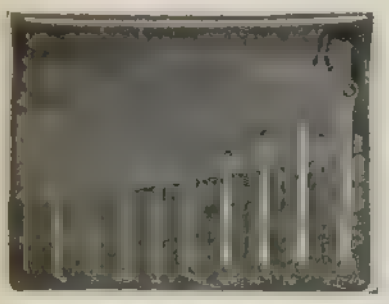
PROTO WRENCHES

LONG TYPE BOX

The six wrenches in this series are longer than the standard type—to provide additional leverage for hard pulls.

No	Each	2 Point Openings	Amer. Std Long & Short	Amer. Std Regular Nuts	Amer. Std Long & Short	Head Thickness	Overall Length	Weight Each
1120L	$1.13	1/16 x 3/8 in.	1/8	# 5, 6 & 10		5/32 in.	7 3/8 in	1 oz.
1122L	1.13	3/8 x 7/16 in.		#10, 12 & 1/4	1/4	1/8 in	7 5/8 in	1 1/4 oz
1125L	1.13	7/16 x 1/2 in.	1/4	#12 & 1/4	1/4 & 5/16	1/8 in	7 7/8 in	1 1/2 oz
1126L	1.15	1/2 x 9/16 in.	1/4	5/16	5/16 & 3/8	1/4 in	8 3/4 in	2 oz
1130L	1.25	9/16 x 5/8 in.		3/8 & 3/8	3/8 & 7/16	3/8 in	8 7/8 in	4 oz
1131L	1.42	5/8 x 3/4 in.		3/8 & 7/16	7/16 & 1/2	3/8 in	9 1/2 in	5 oz

15° ANGLE BOX WRENCHES IN SETS

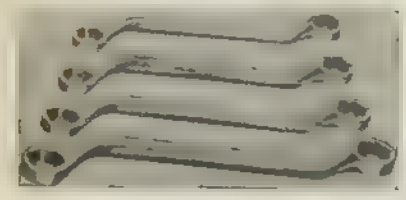


Set of 10 box wrenches in opening sizes 1/4 to 1 1/8 inches, contents below

No	Opening Sizes	Length
1120L	1/16 x 3/8 in.	7 3/8 in.
1122L	3/8 x 7/16 in.	7 5/8 in.
1125L	7/16 x 1/2 in.	7 7/8 in
1126L	1/2 x 9/16 in.	8 1/8 in
1130L	7/16 x 5/8 in.	8 7/8 in
1131L	5/8 x 3/4 in.	9 1/4 in
1135	11/16 x 3/4 in.	11 1/4 in
1140	13/16 x 7/8 in	13 7/8 in.
1145	15/16 x 1 in.	15 1/2 in
1150	1 1/16 x 1 1/8 in.	17 1/4 in.
2413	Kit 25 1/4 x 27 1/4 in.	

No.	Wt. per set	Per set
1100M	5 lbs.	$19.24

LONG OFFSET TYPE BOX IN SETS



Long offset pattern in 6 popular sizes from 3/8 to 1 inch Contents below:

No	12 Pt Openings	Length
8180	3/8 x 7/16 in	7 3/4 in.
8181	1/2 x 9/16 in.	9 in.
8182	5/8 x 11/16 in.	10 1/4 in
8183	3/4 x 13/16 in.	11 1/2 in.
8184	13/16 x 7/8 in.	12 3/4 in.
8185	15/16 x 1 in.	14 in.

Canvas Bag Free

No.	Wt. per set	Per set
8100B	3 1/2 lbs.	$8.84

15° ANGLE BOX WRENCHES IN SETS

Set of 5 double end box wrenches in the most used range of sizes. Openings from 3/8 to 7/8 inches by 16ths. Contents below

No.	Opening Sizes	Length
1122L	3/8 x 7/16 in.	7 5/8 in.
1126L	1/2 x 9/16 in.	8 3/8 in.
1130L	7/16 x 5/8 in.	8 7/8 in.
1135	11/16 x 3/4 in	11 1/4 in
1140	13/16 x 7/8 in	13 7/8 in.
2405	Kit 9 7/8 x 20 3/4 in.	

No.	Wt. per set	Per set
1100K	2 lbs.	$8.01

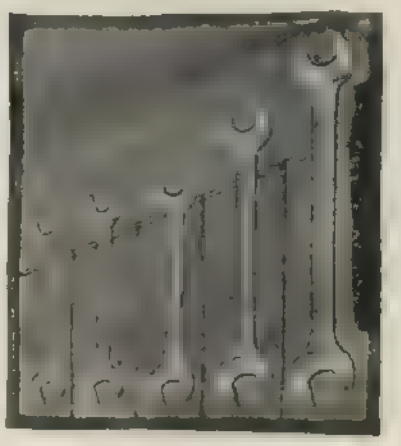
Above, loose

OPEN END SETS

10 Open-End Wrenches—selected sizes.

No.	Opening Sizes	Length
3018	1/4 x 7/16 in.	4 1/2 in.
3020	7/16 x 3/8 in	4 7/8 in
3025	7/16 x 1/2 in	5 5/8 in
3026	1/2 x [illegible] in.	6 in
3030	7/16 x 5/8 in	6 3/4 in
3031	5/8 x 3/4 in.	7 [illegible] in.
3035	11/16 x 3/4 in.	8 1/2 in
3040	13/16 x 7/8 in	10 1/2 in
3045	15/16 x 1 in.	12 in
3050	1 1/16 x 1 1/8 in.	14 in
2406	Leatherette Kit	

No.	Wt. per set	Per set
3000H	4 lbs.	$15.87



5 open end wrenches in opening sizes 3/8 to 7/8 inches, contents below

No.	Opening Sizes	Length
3021	3/8 x 7/16 in.	5 1/4 in
3026	1/2 x 9/16 in.	6 in
3030	7/16 x 5/8 in.	6 3/4 in.
3035	11/16 x 3/4 in.	8 1/16 in.
3040	13/16 x 7/8 in.	10 1/2 in.
2405	Kit 9 7/8 x 20 3/4 in	

No.	Wt. per set	Per set
3000N	1 3/4 lbs.	$6.92

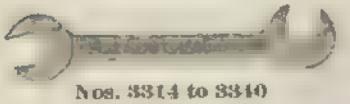
PROTO 15° OPEN END WRENCHES

The special engineering and finest alloy steel used in the Proto wrench result in one that's stronger, and easier and faster to work with.

No.	Each	Milled Openings	U. S. S. Bolt Size	S. A. E. Bolt Size	Amer. Std. Bolt Size	Overall Length	Head Thickness	Weight
3016	$0.56	1/8 in - 1/4 in			2-3 & 4	4 1/8 in	1/4 in	2/3 oz.
3018	.56	1/4 in - 5/16 in	1/8 in		4-5 & 6	4 1/2 in.	5/32 in.	2/3 oz
3020	.60	5/16 in. - 3/8 in.	1/8 in. - 5/16 in.		5 & 6-10	4 7/8 in.	5/16 in.	1 oz.
3021	.70	3/8 in. - 7/16 in	5/16 in	1/4 in	10-12 & 1/4 in	5 1/4 in	7/32 in	1 1/4 oz
3025	.77	7/16 in - 1/2 in.	1/4 in	1/4 in. - 5/16 in	12 & 1/4 in	5 5/8 in	7/32 in	1 1/2 oz
3026	.84	1/2 in - 9/16 in	1/4 in.	5/16 in. - 3/8 in.	5/16 in	6 in	1/4 in	2 oz
3027	.92	1/2 in - 9/32 in	1/4 in. - 5/16 in	5/16 in.		6 3/8 in	9/32 in	3 oz.
3030	.99	9/16 in. - 5/8 in.		9/32 in. - 7/16 in.	5/16 in. - 3/8 in.	6 3/4 in.	9/32 in.	3 oz.
3031	1.27	5/8 in - 3/4 in		7/16 in - 1/2 in	3/8 in - 7/16 in.	7 1/8 in	5/16 in	6 oz.
3033	1.30	13/32 in - 11/16 in	7/16 in - 3/8 in			7 5/8 in.	5/16 in.	5 oz.
3034	1.30	5/8 in. - 11/16 in	3/8 in	7/16 in	3/8 in	8 1/8 in.	5/16 in	5 oz.
3035	1.30	9/16 in - 3/4 in	3/8 in	1/2 in.	7/16 in	8 1/2 in	5/16 in.	5 oz
3036	1.69	3/4 in - 7/8 in	3/8 in - 1/2 in	7/16 in	5/16 in	9 in.	11/32 in	5 oz
3037	1.69	7/8 in - 29/32 in	3/8 in - 7/16 in			9 1/2 in	3/8 in	6 oz
3039	1.69	3/4 in - 7/8 in.	1/2 in	1/2 in. - 9/16 in	7/16 in - 9/16 in	10 in	13/32 in	8 oz
3040	1.69	13/16 in - 7/8 in	1/2 in	9/16 in	1/2 in - 9/16 in	10 1/2 in	7/32 in	9 oz
3041	2.15	7/8 in - 1 1/16 in	1/2 in. - 5/8 in	9/16 in - 3/4 in	9/16 in	11 1/8 in	3/8 in	12 oz.
3045	2.29	15/16 in - 1 in		5/8 in	5/8 in	12 in	7/8 in	14 oz
3047	2.29	15/16 in - 1 1/16 in.	5/8 in	5/8 in - 3/4 in	3/4 in	13 in.	15/32 in	1 lb
3050	2.68	1 1/16 in - 1 1/8 in	5/8 in	3/4 in		14 in	15/32 in	1 1/8 lbs.
3051	3.13	1 1/16 in - 1 1/4 in.	5/8 in - 3/4 in	3/4 in - 7/8 in.		15 in	1/2 in	1 3/4 lbs
3055	4.19	1 1/4 in - 1 3/8 in	3/4 in	7/8 in	7/8 in	16 1/4 in	9/16 in	2 1/4 lbs
3060	4.58	1 3/8 in - 1 1/2 in.	7/8 in	1 in.		17 1/2 in	in	2 3/4 lbs
3061	4.58	1 1/4 in - 1 1/2 in	3/4 in - 7/8 in	7/8 in - 1 in		19 1/8 in	9/16 in	3 lbs
3065	6.47	1 5/8 in - 1 5/8 in	7/8 in - 1 in	1 in. - 1 1/8 in		20 1/2 in	5/8 in	3 1/2 lbs
3070	6.83	1 1/2 in - 1 5/8 in	1 in.	1 1/8 in	1 in	22 in	5/8 in	3 3/4 lbs

Nos. 3018 to 3045 six in a box, balance of sizes loose.

MIDGET ELECTRICAL WRENCHES



Nos. 3314 to 3340

Both Openings Same Size

The angle openings are 15-80°. Ideal when working on magnetos, timers, generators, radios, etc.

No.	Both Openings	Head Thickness	Length	Each
3314	7/32 in.	3/16 in.	3 1/4 in.	$0.65
3315	11/32 in.	3/16 in.	3 1/4 in.	.65
3316	1/4 in.	3/16 in.	3 1/4 in.	.65
3318	3/16 in.	3/16 in.	3 1/2 in.	.65
3320	7/16 in.	3/16 in.	3 1/2 in.	.65
3322	11/32 in.	3/16 in.	4 in.	.65
3324	3/8 in.	3/16 in.	4 in.	.65
3328	7/16 in.	3/16 in.	4 1/2 in.	.75
3332	1/2 in.	3/16 in.	4 1/2 in.	.85
3336	3/4 in.	3/16 in	5 3/4 in.	.95
3340	5/8 in.	3/16 in.	5 3/4 in.	1.18

Average wt. 1/2 oz. each.

Six in a box

MIDGET OBSTRUCTION WRENCHES

Nos. 3210 to 3226

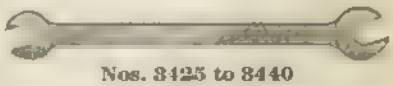
Paired openings, different size each end but with alternate angles on next wrench so all eight openings are provided in both 15° and 60° angles.

No.	15° Opening	60° Opening	Head Thickness	Length	Each
3210	11/32 in.	11/32 in.	3/16 in.	3 in.	$0.65
3211	13/32 in.	13/32 in.	3/16 in.	3 in.	.65
3215	7/32 in.	1/4 in.	3/16 in.	3 in.	.65
3216	1/4 in.	5/32 in.	3/16 in.	3 in.	.65
3220	3/16 in.	7/32 in.	3/16 in.	3 1/2 in.	.65
3221	3/16 in.	3/16 in.	3/16 in.	3 1/2 in.	.65
3225	11/32 in.	3/8 in.	3/16 in.	3 3/4 in.	.65
3226	3/8 in.	11/32 in.	3/16 in.	3 3/4 in.	.65

Average wt. 1/2 oz. each.

Six in a box

TAPPET WRENCHES



Nos. 3425 to 3440

Note arrangement of openings—just right for easy working, yet five wrenches are equal to much larger sets of other makes. Length, 10 inches.

No.	Openings	Head Thickness	For Nuts S.A.E.	Each
3425	7/32-1/2 in.	3/16 in.	1/4 x 7/32 in.	$1.02
3426	1/2-9/16 in.	3/16 in.	9/16 x 3/8 in.	1.02
3430	9/16-5/8 in.	3/16 in.	5/8 x 7/32 in.	1.09
3435	11/16-3/4 in.	7/32 in.	x 1/2 in.	1.40
3440	13/16 7/8 in	11/32 in.	x 9/16 in.	1.47

Average wt. 4 oz. each.

Six in a box

TAPPET WRENCH SET

Contents below:

No.	Quantity	Opening Sizes
3425	1	7/32 x 1/2 in.
3426	2	1/2 x 9/16 in.
3430	1	9/16 x 5/8 in.
2405	Kit	9 7/8 x 20 3/4 in.

No.	Wt. per set	Per set
3400G	1 lb.	$5.55

Loose

DEPT. 2

PROTO COMBINATION BOX AND OPEN-END WRENCHES

Both openings same size, Box End offset 15°; Open End 15° Angle.

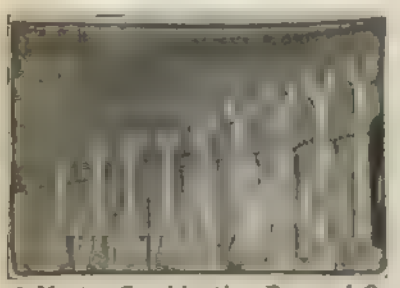
No.	Each	Both Openings	Overall Length	Box Head Thickness	Open Head Thickness	U. S. S. Bolt Size	S. A. E. Bolt Size	Amer. Std. Bolt Size	Weight Each
1208	$0.98	¼ in.	3 in.	7/32 in.	5/16 in.	....	....	No. 4	½ oz.
1210	.93	5/16 in.	3½ in.	7/32 in.	3/16 in.	¼ in.	....	No. 5 & 6	¾ oz
1212	.95	⅜ in.	4½ in.	¼ in.	¼ in.	5/16 in.	....	No. 10	1 oz.
1214	1.05	7/16 in.	5½ in.	9/32 in.	¼ in.	....	¼ in.	12 & ¼ in.	1½ oz.
1216	1.15	½ in.	6 in.	5/16 in.	¼ in.	¼ in.	5/16 in.	....	2 oz.
1218	1.24	9/16 in.	7 in.	11/32 in.	¼ in.	....	⅜ in.	5/16 in.	3 oz.
1220	1.38	⅝ in.	7¾ in	3/8 in.	9/32 in	.	7/16 in.	⅜ in.	5 oz
1222	1.52	11/16 in	8½ in.	13/32 in.	5/16 in.	⅜ in			6 oz.
1224	1.70	¾ in.	9¼ in.	7/16 in.	11/32 in		½ in	7/16 in	6 oz.
1226	1.78	13/16 in	10¼ in.	15/32 in	11/32 in	.	.	½ in.	8 oz.
1228	1.85	⅞ in	11¼ in.	15/32 in	11/32 in.	½ in.	9/16 in	9/16 in.	10 oz.
1230	2.08	15/16 in	12¼ in.	½ in	¾ in.	.	⅝ in	⅝ in.	13 oz.
1232	2.24	1 in	13⅜ in	½ in	11/32 in.	. .	⅝ in	.	1 lb.
1234	2.70	1 1/16 in	14½ in.	17/32 in	13/32 in.	5/8 in	¾ in	.	1⅛ lbs.
1236	3.27	1⅛ in	16 in.	17/32 in	7/16 in	..		¾ in.	1½ lbs.
1240	3.63	1¼ in	17 in.	5/8 in.	½ in	¾ in.	⅞ in	.	2 lbs
1242	4.63	15/16 in.	18 in.	⅝ in.	17/32 in.	....	....	⅞ in.	2¼ lbs.
1244	5.03	1⅜ in.	19½ in.	11/16 in.	9/16 in.	....	....	....	2½ lbs.
1246	5.03	1 7/16 in	20½ in.	¾ in.	9/16 in	⅞ in.	1 in		3 lbs
1248	6.44	1½ in	21¾ in.	13/16 in.	⅝ in.	....	....	1 in.	3 lbs.
1252	7.02	1⅝ in.	23 in.	⅞ in.	13/16 in.	1 in.	1⅛ in.	....	3⅛ lbs.

Nos. 1210 to 1232, six in a box; balance of sizes, loose.

LONG TYPE (FOR PROVIDING ADDITIONAL LEVERAGE ON HARD PULLS)

No.	Each	Both Openings	Length Overall	Box Head Thickness	Open Head Thickness	U. S. S Bolt Size	S. A. E. Bolt Size	Amer. Std Bolt Size	Weight Each
1208L	$0.99	¼ in.	4⅞ in.	7/32 in.	5/16 in	....	...	No. 4	⅜ oz
1210L	.99	5/16 in.	5¾ in.	¼ in.	13/64 in.	⅛ in.	....	No 5 & 6	1¼ oz.
1212L	1.01	⅜ in.	6⅝ in.	9/32 in.	7/32 in.	....	....	No 10	2 oz
1214L	1.11	7/16 in.	7½ in.	5/16 in.	13/64 in.	....	¼ in	No 12 & ¼	3 oz
1216L	1.21	½ in.	8¼ in.	11/32 in.	¼ in	¼ in.	5/16 in.	..	4 oz.
1218L	1.36	9/16 in.	9½ in.	13/32 in.	15/64 in	....	⅜ in.	7/16 in.	4½ oz
1220L	1.49	⅝ in.	10 in.	⅞ in.	17/64 in	...	7/16 in.	⅜ in.	5 oz.
1222L	1.63	11/16 in.	10⅞ in.	15/64 in.	9/32 in.	⅜ in.	.. .	....	6 oz.
1224L	1.82	¾ in.	11¾ in.	7/16 in.	19/64 in.	....	½ in.	7/16 in.	8 oz.

WRENCHES IN SETS



A Master Combination Box and Open-End Wrench Set—15 opening sizes as listed below:

No.	Opening Size	Length
1210	5/16 in.	3½ in.
1212	⅜ in.	4½ in.
1214	7/16 in.	5½ in.
1216	½ in.	6¼ in.
1218	9/16 in.	7 in.
1220	⅝ in.	7¾ in.
1222	11/16 in.	8½ in.
1224	¾ in.	9¼ in.
1226	13/16 in.	10¼ in.
1228	⅞ in.	11¼ in.
1230	15/16 in.	12¼ in.
1232	1 in.	13⅜ in.
1234	1 1/16 in.	14½ in.
1236	1⅛ in.	16 in.
1240	1¼ in.	17½ in.
2418	.....	Kit

No.	Wt. per set	Per set
1200-F	9 lbs.	$30.71

Above, loose

Set of 9 long pattern combination wrenches as listed below:

No.	Opening Size	Length
1208L	¼ in.	4⅞ in.
1210L	5/16 in.	5¾ in.
1212L	⅜ in.	6⅝ in.
1214L	7/16 in.	7½ in.
1216L	½ in.	8¼ in.
1218L	9/16 in.	9½ in.
1220L	⅝ in.	10 in.
1222L	11/16 in	10⅞ in.
1224L	¾ in.	11¾ in.
2406	.....	Kit

No.	Wt. per set	Per set
1200-L	2⅝ lbs.	$13.99

Set of 7 combination wrenches as listed below:

No.	Opening Size	Length
1212	⅜ in	4½ in.
1214	7/16 in.	5¼ in.
1216	½ in.	6 in.
1218	9/16 in.	6¾ in.
1220	⅝ in.	7½ in
1222	11/16 in	8¼ in.
1224	¾ in.	9¼ in.
2404	Kit	12½x15 in.

No.	Wt. per set	Per set
1200-H	1⅝ lbs.	$10.12

★PROTO SLUGGING WRENCHES

Nos. USN 221 to USN 256 — SHORT TYPE

Nos. USN 326 to USN 356 — LONG TYPE

Proto Industrial Slugging Wrenches are designed for all types of heavy industrial work where the working space is extremely limited or highly congested. The 12 point opening fits snugly upon the bolt or nut and will remain in position while being struck with heavy hammer or sledge.

Short Type No.	Each	12 Pt. Opening	U. S. S. Bolt Size	Am. Std. Bolt Size	Overall Length	Weight Each
USN 221	$6.56	1 5/16 in.		7/8 in.	6 in.	1 3/4 lbs.
USN 223	6.73	1 5/16 in.	7/8 in.	. .	6 in.	1 7/8 lbs.
USN 224	6.90	1 1/2 in.		1 in.	6 in.	1 7/8 lbs.
USN 226	7.25	1 5/8 in.	1 in.		7 in.	3 1/4 lbs.
USN 227	7.73	1 11/16 in.		1 1/8 in.	7 in.	3 1/4 lbs.
USN 229	8.18	1 3/16 in.	1 1/8 in.		7 in.	3 1/4 lbs.
USN 230	8.63	1 7/8 in.		1 1/4 in.	7 in.	3 1/4 lbs.
USN 232	9.14	2 in.	1 1/4 in.		7 5/8 in.	5 lbs.
USN 235	9.66	2 3/16 in.	1 3/8 in.	.	7 5/8 in.	4 3/4 lbs.
USN 236	10.07	2 1/4 in.		1 1/2 in.	7 5/8 in.	4 3/4 lbs.
USN 238	12.19	2 3/8 in.	1 1/2 in.		8 1/2 in.	8 lbs.
USN 241	13.04	2 9/16 in.	1 5/8 in.		8 1/2 in.	8 lbs.
USN 242	13.97	2 5/8 in.		1 3/4 in.	8 1/2 in.	7 1/4 lbs.
USN 244	14.66	2 3/4 in.	1 3/4 in.	....	9 1/2 in.	12 1/2 lbs.
USN 247	16.91	2 15/16 in.	1 7/8 in.		9 1/2 in.	11 1/2 lbs.
USN 248	18.46	3 in.	....	2 in.	9 1/2 in.	12 lbs.
USN 250	18.98	3 1/8 in.	2 in.	....	9 3/4 in.	10 lbs.
USN 254	23.81	3 3/8 in.	....	2 1/4 in.	10 in.	15 lbs.
USN 256	28.64	3 1/2 in.	2 1/4 in.	.	10 in.	13 lbs.

Long Type No.	Each	12 Pt. Opening	U. S. S. Bolt Size	Am. Std. Bolt Size	Overall Length	Weight Each
USN 326	$11.42	1 5/8 in.	1 in.	.	10 1/2 in.	3 1/2 lbs.
USN 327	12.21	1 11/16 in.	.	1 1/8 in.	10 1/2 in.	3 1/2 lbs.
USN 329	12.94	1 13/16 in.	1 1/8 in.		10 1/2 in.	3 1/2 lbs.
USN 330	13.73	1 7/8 in.	....	1 1/4 in.	10 1/2 in.	3 3/4 lbs.
USN 332	14.49	2 in.	1 1/4 in.		11 in.	4 1/2 lbs.
USN 335	15.25	2 5/16 in.	1 3/8 in.		11 in.	4 1/2 lbs.
USN 336	16.01	2 1/4 in.		1 1/2 in.	11 in.	4 1/2 lbs.
USN 338	19.84	2 3/8 in.	1 1/2 in.		14 1/2 in.	8 lbs.
USN 341	20.63	2 9/16 in.	1 5/8 in.	....	14 1/2 in.	7 1/4 lbs.
USN 342	21.39	2 5/8 in.		1 3/4 in.	14 1/2 in.	7 1/4 lbs.
USN 344	22.15	2 3/4 in.	1 3/4 in.	.	15 3/4 in.	11 lbs.
USN 348	26.74	3 in.		2 in.	15 3/4 in.	10 lbs.
USN 350	27.53	3 1/8 in.	2 in.		15 3/4 in.	10 lbs.
USN 354	34.43	3 3/8 in.	.	2 1/4 in.	17 3/8 in.	15 lbs.
USN 356	35.19	3 1/2 in.	2 1/4 in.		17 3/8 in.	14 lbs.

★PROTO INDUSTRIAL WRENCHES

Nos. 2615 to 2650

For loosening frozen or corroded bolts or nuts. The spud end is very handy for aligning holes in flanges. The offset head overcomes the usual clearance problems. Finish is Industrial Blue. An ideal wrench for construction work, oil refineries, etc. Forged from alloy steel

No.	Each	12 Pt. Opening	U. S. S. Bolt Size	Amer. Std. Bolt Size	B. A. E. Bolt Size	Overall Length Spud End	Head Thickness	Weight Each
2615	$ 2.98	9/16 in.		5/8 in.	5/8 in.	11 3/4 in.	5/8 in.	1 1/8 lbs.
2617	3.06	1 1/16 in.	5/8 in.		3/4 in.	11 1/8 in.	5/8 in.	2 1/4 lbs.
2618	3.15	1 1/8 in.		3/4 in.		12 3/8 in.	3/4 in.	2 1/2 lbs.
2620	3.31	1 1/4 in.	3/4 in.	3/4 in.	7/8 in.	13 5/8 in.	3/4 in.	2 lbs.
2623	4.39	1 7/16 in.	7/8 in.	....	1 in.	16 in.	1 in.	3 3/4 lbs.
2624	4.72	1 1/2 in.	....	1 in.	....	17 in.	1 in.	3 lbs.
2626	5.13	1 5/8 in.	1 in.		1 1/8 in.	18 1/4 in.	1 1/16 in.	3 lbs.
2627	5.30	1 11/16 in.		1 1/8 in.		19 1/2 in.	1 1/16 in.	4 1/4 lbs.
2629	5.16	1 13/16 in.	1 1/8 in.		1 1/4 in.	20 1/2 in.	1 1/8 in.	5 1/2 lbs.
2630	5.63	1 7/8 in.		1 1/4 in.	.	21 3/4 in.	1 1/8 in.	6 lbs.
2632	5.80	2 in.	1 1/4 in.	.	1 1/4 in.	23 in.	1 1/4 in.	5 1/2 lbs.
2635	7.61	2 3/16 in.	1 3/8 in.	. . .	1 1/2 in.	24 in.	1 1/4 in.	7 1/4 lbs.
2638	8.61	2 3/8 in.	1 1/2 in.	.	.	25 1/4 in.	1 1/2 in.	7 3/4 lbs.
2641	9.78	2 9/16 in.	1 5/8 in.	. . .	. .	26 1/2 in.	1 1/2 in.	8 1/4 lbs.
2644	11.10	2 3/4 in.	1 3/4 in.	. .		27 3/4 in.	1 7/8 in.	15 lbs.
2647	12.65	2 15/16 in.	1 7/8 in.	....	....	28 3/4 in.	1 7/8 in.	16 lbs.
2650	13.92	3 1/8 in.	2 in.	....	....	30 in.	1 7/8 in.	14 1/2 lbs.

All above loose.

★All Proto Slugging Wrenches and Industrial Wrenches are INDUSTRIAL ITEMS.

PROTO FLARE NUT WRENCHES

The primary use of the flare nut wrenches is in the assembly and maintenance of all types of lines, including fluid, air, gas, etc. It has a wide variety of applications in aviation, automotive, air conditioning fields, and refrigeration, as well as on such equipment as compressors and various pressure instruments. As illustrated, the head is flat and based on a modified 12 point design, with an opening which allows access to the fitting around tubing.

No.	Each	Size Opening	Clearance	Outside Diameter	Overall Length	Head Thickness	Weight Each
3712	$0.89	3/8 in.	1/32 in.	13/16 in.	6 1/2 in.	5/16 in.	3 oz.
3714	.95	7/16 in	3/32 in	3/16 in	6 1/2 in	3/8 in.	3 oz
3716	1.04	1/2 in.	3/8 in.	31/32 in.	6 7/8 in.	7/16 in.	4 oz.
3718	1.10	9/16 in.	7/16 in.	31/32 in.	6 7/8 in.	7/16 in.	5 oz.
3720	1.15	5/8 in.	15/32 in.	1 1/8 in.	7 1/8 in.	1/2 in.	5 oz.
3724	1.31	3/4 in	9/16 in	1 5/32 in.	7 7/16 in.	9/16 in	6 oz.
3728	1.46	7/8 in	11/16 in.	1 5/32 in.	7 3/4 in.	5/8 in	8 oz.
3730	1.52	15/16 in	21/32 in	1 15/32 in.	7 3/4 in.	5/8 in.	8 oz
3732	1.60	1 in	3/4 in	1 17/32 in.	8 1/8 in	3/4 in	9 oz
3734	1.67	1 1/16 in	25/32 in	1 19/32 in.	8 1/8 in.	3/4 in	9 oz
3736	1.73	1 1/8 in	13/32 in	1 23/32 in.	8 5/16 in	7/8 in	10 oz

Six in a box.

★PROTO STRIKING WRENCHES

Striking Wrenches are equipped with square striking shank for use in restricted quarters with a hammer. They are offset to allow maximum clearance. Oxidized Blue finish. Made from alloy steel.

No.	Each	12 Point Opening	U. S. S. Bolt Size	Amer. Std. Bolt Size	S. A. E. Bolt Size	Overall Length	Head Thickness	Weight Each
2617SW	$4.72	1 1/16 in.	5/8 in.		3/4 in.	8 1/2 in.	3/4 in.	2 1/2 lbs.
2618SW	4.80	1 1/8 in.		3/4 in.		10 3/4 in.	3/4 in	2 1/2 lbs
2620SW	4.97	1 1/4 in.	3/4 in.		7/8 in	10 3/4 in	3/4 in	2 lbs
2621SW	5.30	1 5/16 in		7/8 in		11 1/8 in	3/16 in	2 1/2 lbs
2623SW	6.05	1 7/16 in	7/8 in		1 in	12 in	1 in	3 1/2 lbs.
2624SW	6.37	1 1/2 in.		1 in.		12 in	1 in	4 lbs
2626SW	6.80	1 3/8 in.	1 in.		1 1/8 in	12 1/4 in	1 in	4 lbs
2627SW	6.90	1 11/16 in.		1 1/8 in.		12 1/4 in	1 in	4 lbs
2629SW	7.13	1 13/16 in	1 1/8 in		1 1/4 in	13 3/16 in	1 1/16 in	6 lbs
2630SW	7.29	1 7/8 in.		1 1/4 in.		13 3/16 in	1 1/8 in	5 1/2 lbs
2632SW	7.45	2 in	1 1/4 in.		1 3/8 in	13 3/16 in	1 1/8 in	5 1/2 lbs
2635SW	9.28	2 3/16 in	1 3/8 in		1 1/2 in	13 1/2 in	1 1/4 in	7 3/4 lbs
2638SW	10.27	2 3/8 in	1 1/2 in			13 7/8 in.	1 3/8 in.	8 1/4 lbs
2641SW	11.42	2 9/16 in	1 5/8 in			13 7/8 in.	1 1/2 in	8 3/4 lbs
2644SW	15.55	2 3/4 in	1 3/4 in.			13 7/8 in	1 7/8 in	14 lbs
2647SW	17.37	2 15/16 in.	1 7/8 in.			16 in.	1 7/8 in.	13 lbs.
2650SW	20.53	3 1/8 in.	2 in.			16 in.	1 7/8 in.	14 lbs.

Loose

★Proto Striking Wrenches are INDUSTRIAL ITEMS.

CROW FOOT WRENCHES

Detachable Crowfoot Wrenches by Proto are available in opening sizes as shown in following table. Used with any 3/8 in. drive handle or attachment.

No.	Each	Opening Size	Weight
4912	$0.84	5/8 in.	3/8 oz.
4914	.84	7/8 in.	5/8 oz.
4916	.92	1/2 in.	5/8 oz.
4918	.99	9/16 in	1 1/2 oz
4920	.99	5/8 in	1 1/2 oz.
4922	1.06	11/16 in	1 1/2 oz.
4924	1.13	3/4 in.	3 oz.
4926	1.23	13/16 in.	3 oz.
4928	1.23	7/8 in.	3 oz.
4932	1.30	1 in.	3 oz.
4940	1.83	1 1/4 in.	4 oz.
4944	2.04	1 5/8 in.	4 oz.

Six in a box

MAKE

DUNHAM, CARRIGAN & HAYDEN CO.

YOUR HEADQUARTERS FOR

PROTO TOOLS

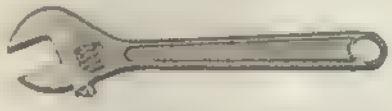
the accepted leader among Mechanics in all lines of industry.

PROTO TOOLS

22-1/2° ANGLE ADJUSTABLE WRENCHES

Forged from alloy steel. Thin and light for stronger and faster work. Five sizes made in full polish and seven sizes in semi-polish. Special feature of the 2 largest sizes is the weight and capacity. The 16 inch size is almost as light in weight as a 15 inch wrench and will perform any job required of the usual 18 inch size. The 20 inch wrench weighs about as much as an ordinary 18 inch type but has an equal capacity of the usual 24 inch wrench.

Another feature on most sizes is the absence of a lip on the inner side of the lower jaw allowing a square nut to fit flat in the opening, providing greater leverage. In addition most sizes have a 12 point box opening in the end of the handle marked with size of opening.



SEMI POLISH FINISH (POLISHED HEADS)

No.	Length	Maximum Opening	Thickest Point of Head	Jaw Tip Thickness	Weight Each	Each
704S	4 in.	½ in	5/16 in.	5/64 in.	1½ oz.	$1.02
706S	6 in.	¾ in.	13/32 in.	7/32 in.	4 oz.	1.02
708S	8 in.	31/32 in.	15/32 in.	¼ in.	8 oz.	1.23
710S	10 in.	1 ⅛ in.	9/16 in.	⅜ in.	14 oz.	1.52
712S	12 in.	1 ⅜ in.	¾ in.	17/32 in.	25 oz.	2.30
716S	16 in.	1 ⅞ in.	15/16 in.	19/32 in.	3⅝ lbs.	3.49
720S	20 in.	2 ½ in.	1 1/32 in.	¾ in.	6 lbs.	5.08

FULL POLISH FINISH

No.	Length	Maximum Opening	Thickest Point of Head	Jaw Tip Thickness	Weight Each	Each
704	4 in.	½ in.	5/16 in.	5/64 in.	1½ oz.	$1.29
706	6 in.	¾ in.	13/32 in.	7/32 in.	4 oz.	1.29
708	8 in.	31/32 in.	15/32 in.	¼ in.	8 oz.	1.52
710	10 in.	1 ⅛ in.	9/16 in.	⅜ in.	14 oz.	1.94
712	12 in.	1 ⅜ in.	¾ in.	17/32 in.	25 oz.	2.87

4 to 12 inch, six in a box. 16 and 20 inch, one in a box

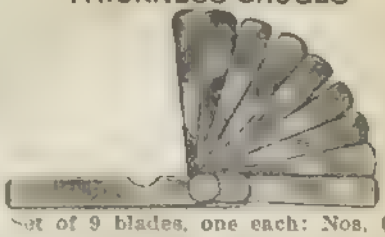
STILLSON PATTERN PIPE WRENCHES

ALL STEEL HANDLE. EASY TURNING NUT

No.	Length	Maximum Opening	Weight Each	Each
806	6 in.	½ in.	5 oz.	$1.17
808	8 in.	¾ in.	11 oz.	1.35
810	10 in.	1 in.	1½ lbs.	1.77
814	14 in.	1½ in.	2¾ lbs.	2.37
818	18 in.	2 in.	4 lbs.	3.40
824	24 in.	2½ in.	7¼ lbs.	5.87

Six in a carton

THICKNESS GAUGES



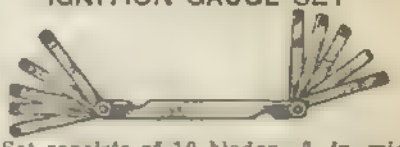
Set of 9 blades, one each: Nos. 003, 004, 005, 006, 008, 010, 012, 015 and 018, in Holder Blades ½x3¼ inch.

No.	Wt. Each	Each
000-A	1 oz.	$1.64

Set of 4 Step-Cut blades: Nos. 004/6, 006/8, 008/10, 010/12, with Holder. Blades ½x3¼ inch. Each blade has two different thicknesses, carefully ground and exactly true.

No.	Wt. Each	Each
000-B	⅝ oz.	$1.32

IGNITION GAUGE SET



Set consists of 10 blades, 5/32 in. wide by 1½ inch long, in Holder. Thicknesses as follows: .011 in., .012 in., .014 in., .018 in., .020 in., .022. in., .025 in., .028 in., .032 in. and .035 in. Complete in Holder. Blades not sold separately.

No.	Wt. Each	Each
000-D	1½ oz.	$1.21

BRAKE GAUGE SET

Consists of 9 blades, 5/32 in. wide by 4 in. long, of the following thicknesses: .006 in., .008 in., .010 in., .012 in., .014 in., .016 in., .018 in., .020 in. and .025 in.

No.	Wt. Each	Each
000-E	5 oz.	$1.21

All above six in a box.

FEELER GAUGES IN 12" STRIPS

No.	Blade Thickness	Width Blade	Length Strip	Each.
0015L	.0015 in.	½	12 in.	$0.41
002L	.002 in.	½	12 in.	.28
003L	.003 in.	½	12 in.	.28
004L	.004 in.	½	12 in.	.28
005L	.005 in.	½	12 in.	.28
006L	.006 in.	½	12 in.	.28
008L	.008 in.	½	12 in.	.28
010L	.010 in.	½	12 in.	.28
012L	.012 in.	½	12 in.	.28
013L	.013 in.	½	12 in.	.28
015L	.015 in.	½	12 in.	.28
018L	.018 in.	½	12 in.	.28

Loose

DEPT. 2

PROTO SCREW DRIVERS

PLASTIC HANDLE, ROUND BLADE

Full heat-treated blades set in transparent indestructible shock-proof handles which are four-fluted design for easy gripping.

No.	Length Blade	Overall Length	Diam. Shank	Wt. Per Doz.	Each
9604	4 in	8 in	1/4 in	1 lb	$1.06
9606	6 in	10 1/2 in	5/16 in	2 lbs	1.32
9608	8 in	13 in	3/8 in	3 lbs	1.65

PLASTIC HANDLE, THIN BLADE

No.	Length Blade	Overall Length	Diam. Shank	Wt. Per Doz	Each
9622	2 1/2 in	5 1/4 in	1/8 in.	1/4 lb	$0.53
9624	4 1/2 in.	7 1/4 in.	1/8 in.	1/2 lb.	.59
9632	4 in.	7 1/2 in	5/16 in	1/2 lb	.73
9633	7 1/2 in	11 in	3/16 in	1 1/2 lbs	.79
9638	13 1/2 in.	17 in	3/16 in.	2 lbs	.99
9642	9 in	13 in	1/4 in	3 lbs	1.25
9643	10 in	14 1/2 in	5/16 in.	4 lbs	1.52

PLASTIC HANDLE, SQUARE BLADE

No.	Length Blade	Overall Length	Diam. Shank	Wt. Per Doz.	Each
9804	4 in.	8 in	1/4" sq	1 lb	$0.73
9806	6 in	10 1/2 in	5/16" "	2 lbs	.99
9808	8 in	13 in	3/8" "	4 lbs	1.52
9822	2 1/2 in	5 1/4 in	1/8" "	1/2 lb	.46
9832	4 in	7 1/2 in	5/16" "	1 lb	.66
9833	7 1/2 in	11 in	5/16" "	1 1/4 lbs	.73
9842	9 in	13 in	1/4" "	2 lbs.	.86
9843	10 in	14 1/2 in	5/16" "	3 lbs	1.12

PHILLIPS SCREW DRIVERS

The four sizes listed below drive the entire range of screw and bolt sizes.

PLASTIC HANDLE

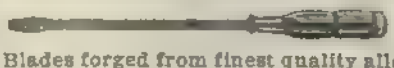
No.	Phillips Point	Blade Length	Diam. Stock	Wt. Per Doz.	Each
9682	1-A	3 in.	5/16 in.	1/2 lb.	$1.12
9684	2-A	4 in.	1/4 in.	1 lb.	1.25
9686	3-A	6 in.	5/16 in.	2 lbs.	1.45
9688	4-A	8 in.	3/8 in.	4 lbs	1.78

WOOD HANDLE

No.	Phillips Point	Blade Length	Diam. Stock	Wt. Per Doz.	Each
9782	1-A	3 in	5/16 in	1/2 lb	$0.73
9784	2-A	4 in.	1/4 in	1 1/2 lbs	.79
9786	3-A	6 in.	5/16 in	3 lbs	.99
9788	4-A	8 in.	3/8 in	4 lbs	1.32

All above, six in a package

WOOD HANDLE, SQUARE BLADE

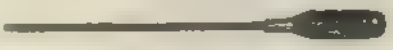


Blades forged from finest quality alloy steel fully heat treated passing entirely through the handle and capped at top. Octagon shape wood handles

No.	Length Blade	Overall Length	Diam. Shank	Wt. Per Doz.	Each
9701	1 1/2 in	4 1/4 in	5/16 in.	1/2 lb	$0.53
9702	2 1/2 in	6 5/8 in	5/16 in	3/4 lb	.66
9704	4 in	9 in	1/4 in	2 lbs	.86
9706	6 in	12 1/8 in	5/16 in	3 lbs	1.19
9708	8 in	14 3/4 in	3/8 in	7 lbs	1.45
9710	10 in	16 3/4 in	3/8 in	8 lbs	1.58
9712	12 in	18 1/4 in	3/8 in	12 lbs	1.85
9714	14 in	22 1/4 in	1/2 in	18 lbs	2.44

Six in a pkg. except 8 to 14 in. one in a box

CABINET TYPE, SLIM BLADE WOOD HANDLE, CAPPED



No.	Length Blade	Diam. Shank	Bit Width	Wt. Per Doz.	Each
9741	9 in	5/16 in	1/8 in	2 1/2 lbs	$0.79
9742	9 1/2 in.	1/4 in.	5/32 in.	4 lbs.	1.06
9743	10 in	5/16 in	1/8 in.	6 lbs.	1.32
9744	24 in	1/4 in	5/32 in	10 lbs	1.78

Six in a pkg. except 10 and 24 in., one in a box.

ELECTRICAL TYPE, NO CAP

No.	Length Blade	Diam. Shank	Bit Width	Wt. Per Doz.	Each
9722	2 1/2 in.	1/8 in.	1/8 in.	1/2 lb.	$0.46
9724	4 1/2 in	1/8 in.	1/8 in.	3/4 lb.	.53
9732	4 in.	3/16 in.	3/16 in.	1 lb.	.66
9733	7 1/2 in	3/16 in	3/16 in	1 1/2 lbs	.79

Six in a package

PHILLIPS SCREW DRIVERS

STUB—PLASTIC HANDLE

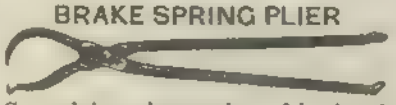
Overall length 2 1/8 in. with No. 2 Phillips Point.

No.	Wt. per Doz.	Each
9071	1/2 lb	$0.86

Six in a package

PLIERS

BRAKE SPRING PLIER

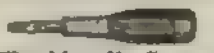


Curved jaw clears edge of brake shoe to bring it in close adjustment with center line of spring. Hook jaw is thin to easily enter under spring.

No.	Length	Wt. Each	Each
215	12 in.	11 oz.	$2.06

Six in a box.

SHORT SCREW DRIVERS



Wood handle-Capped

No.	Length Blade	Overall Length	Diam. Shank	Bit Width	Wt. Per Doz.	Each
9752	1 3/4"	4"	1/4"	3/32"	2 1/2 lb	$1.12

PLASTIC HANDLE

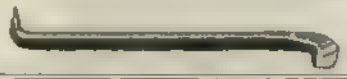
No.	Length Blade	Overall Length	Diam. Shank	Bit Width	Wt. Per Doz.	Each
9651	1 1/4"	2 1/8"	3/16"	3/32"	1/2 lb	$0.59
9652	1 1/4"	3 1/8"	1/4"	3/32"	3/4 lb	.73

KEY RING SCREW DRIVER

Hand-forged, individually heat-treated 2 1/4 in. long.

No.	Wt. per Doz.	Each
100	1/4 lb.	$0.34

OFFSET SCREW DRIVERS



No.	Length	Diam. Shank	Wt. Per Doz.	Each
35 1/4	3 in.	1/4 in. Oct.	3/4 lb.	$0.65
36 1/4	4 3/4 in	1/4 in Oct	1 lb.	.70
36 5/16	5 in.	5/16 in. Oct.	1 1/2 lbs.	.87
36 3/8	6 1/8 in	3/8 in Oct.	2 1/2 lbs	.92

All above six in a package

PLIERS

SLIP JOINT IGNITION PLIER

Designed for ignition work but has many other uses where narrow jaws are needed. Three jaw-opening adjustments allow parallel openings up to 5/8 in.

No.	Length	Wt Each	Each
235	4 1/2 in.	1 oz	$1.18

Six in a box.

ANGLENOSE BATTERY PLIER

Thin jaws at correct working angle for battery terminal nuts.

No.	Length	Wt. Each	Each
218	8 in.	6 oz.	$1.27

Twelve in a box.

PROTO TOOLS

PLIERS

Proto Pliers are made of fine high grade steels by skilled workmen in a modern plant using fine equipment. Handles are shaped to fit the hand, having correct leverage, proper balance and easy to handle. Teeth are properly cut and cutting edges honed sharp and perfectly matched. All have polished heads and gun metal handles.

COMBINATION SLIP JOINT PLIER

A well-designed, high-quality plier at a low price. Has a shear-type wire cutter. Made in four sizes.

No.	Length	Wt. Each	Each
275	5 in.	4 oz.	$0.62
276	6 in.	6 oz.	.67
278	8 in.	10 oz.	.87
280	10 in.	1 lb.	1.23

THIN NOSE COMBINATION PLIER

Designed with a slim nose to reach into tight places. Has a shear-type wire cutter. Made in two popular sizes.

No.	Length	Wt. Each	Each
201	5 in.	4 oz.	$0.72
202	6 in.	5 oz.	.72

THIN BENT NOSE COMBINATION PLIER

Made with a 30° offset thin nose which reaches into many places inaccessible with straight nose pliers. Has a wire cutter of the shear type.

No.	Length	Wt. Each	Each
203	7 in.	7 oz.	$0.98

COMBINATION SLIP JOINT SIDE CUTTING PLIER

A well-made plier that cuts most wire and nails with ease. Has two jaw-opening adjustments.

No.	Length	Wt. Each	Each
240	6 in.	½ lb.	$1.17

All above twelve in a box.

HEAVY-DUTY UNIVERSAL PLIER

A husky plier. One jaw is curved, giving a firm grip on objects of almost any shape. Other jaw is grooved for gripping wire or any round surface. Has a shear-type wire cutter.

No.	Length	Wt. Each	Each
257	7 in.	10 oz.	$1.33

Twelve in a box.

LONG THIN NOSE TELEPHONE PLIER

Popular for telephone work and for radio installation and repair. The long thin nose gets into tight places. Has a powerful shear-type wire cutter.

No.	Length	Wt. Each	Each
260	6 in.	4 oz.	$1.33

Twelve in a box.

NEEDLE NOSE SIDE CUTTING PLIER

The long thin nose and the side cutters make an ideal combination for radio, telephone and other electrical work.

No.	Length	Wt. Each	Each
226	6 in.	4½ oz.	$1.80

One in a box.

DUCK BILL PLIER

A useful plier for carburetor, radio, refrigerator, electrical typewriter, office machine and many other types of work. Long handles provide powerful leverage.

No.	Length	Wt. Each	Each
227	8 in.	7 oz.	$2.23

One in a box.

GAS PLIER

Exceptionally popular with refrigeration and diesel mechanics, and all others working with studs, tubing and small pipe.

No.	Length	Wt. Each	Each
258	8 in.	¾ lb.	$1.37

One in a box.

HEAVY-DUTY SIDE CUTTING PLIER

Designed for utility lineman's work but used also for wiring, and for installation of electrical equipment.

No.	Length	Wt. Each	Each
266	6 in.	7 oz.	$1.90
268	8 in.	13 oz.	2.72

DIAGONAL CUTTING PLIER BOX JOINT

Honed cutting edges are perfectly matched. A useful plier for switchboard, telephone, ignition and electrical work.

No.	Length	Wt. Each	Each
206	6 in.	6 oz.	$1.90

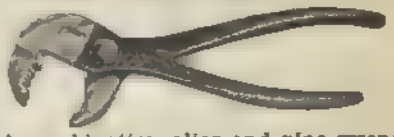
DIAGONAL CUTTING PLIER HEAVY-DUTY

A powerful cutting plier, designed with the box joint close to the short jaws to provide great leverage. Cuts heavy wire with little effort. Honed cutting edges.

No.	Length	Wt. Each	Each
209	7 in.	½ lb.	$1.80

All above one in a box.

PARROT NOSE WRENCH PLIER

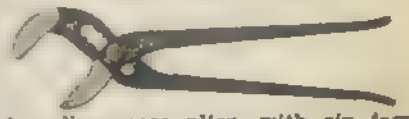


A combination plier and pipe wrench with a 75° offset nose and four adjustments, adapting it to a multitude of uses.

No.	Length	Wt. Each	Each
236	6 in.	7 oz.	$1.45
238	7 in.	10 oz.	1.65

No. 236 one, No. 238 twelve in a box.

WATER PUMP PLIER



An all-purpose plier, with six jaw-opening adjustments. Has a large radius in the movable jaw.

No.	Length	Wt. Each	Each
240	9½ in.	10 oz.	$2.18

Six in a box.

No. 241

Similar to No. 240 but lighter and thinner and with five jaw opening adjustments.

No.	Length	Wt. Each	Each
241	9½ in.	9 oz.	$1.40

Twelve in a box.

PROTO TOOLS

COLD CHISELS

No	Stock, ins.	Cut, ins.	Lgth., ins.	Wt. per doz.	Each
86 1/16	3/16	3/32	4 1/4	1/2 lb.	$0.32
86 1/4	1/4	1/8	4 1/2	3/4 lb.	.37
86A 5/16	5/16	3/8	5	1 1/4 lbs.	.43
86 1/8	3/8	7/16	5 1/2	2 1/2 lbs.	.48
86 1/2	7/16	1/2	6	3 1/2 lbs.	.59
86A 1/2	1/2	5/8	6 1/2	3 1/2 lbs.	.70
86 1/2x7	5/8	3/4	7	6 lbs.	.81
86 3/4x7 1/2	3/4	7/8	7 1/2	10 lbs.	1.09
86 3/4x12	3/4	7/8	12	18 lbs.	1.64
86A 7/8x8	7/8	1	8	15 lbs.	1.42
86A 7/8x12	7/8	1	12	24 lbs.	1.97
86A 1x8	1	1 1/16	8	19 lbs.	1.53
86A 1x18	1	1 1/16	18	42 lbs.	2.65

CAPE CHISELS

No.	Stock, ins.	Length, ins.	Cut, ins.	Wt. per doz.	Each
72-1/4	1/4	4 1/2	3/32	1/2 lb.	$0.43
72-5/16	5/16	5	3/16	1 lb.	.48
72-3/8	3/8	5 1/2	1/4	1 1/4 lbs.	.54
72-1/2	1/2	6	5/16	3 lbs.	.65
72-5/8	5/8	6 1/2	3/8	4 lbs.	.81

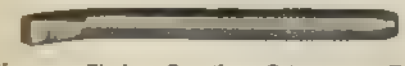
DIAMOND POINT CHISELS

No.	Stock, ins.	Length, ins.	Cut, ins.	Wt. per doz.	Each
76-1/4	1/4	4 1/2	3/32	1/2 lb.	$0.43
76-5/16	5/16	5	3/16	1 lb.	.48
76-3/8	3/8	5 1/2	1/4	2 1/2 lbs.	.54
76-1/2	1/2	6	5/16	3 1/2 lbs.	.65
76-5/8	5/8	6 1/2	3/8	5 lbs.	.81

ROUND NOSE CHISELS

No	Stock, ins.	Length, ins.	Cut, ins.	Wt. per doz.	Each
80-1/4	1/4	4 1/2	3/32	1/2 lb.	$0.36
80-5/16	5/16	5	3/16	1 lb.	.43
80-3/8	3/8	5 1/2	1/4	2 1/2 lbs.	.50
80-5/8	5/8	6 1/2	3/8	5 lbs.	.79

RIVET CUTTER



No.	Stock	Length	Cut	Each
30-3/4	3/4 in.	12 in.	7/8 in.	$1.62

Wt. 18 lbs. per doz.

All above six in a package.

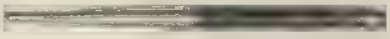
FLOOR CHISELS

All-steel wood chisels stand up under cutting conditions that wreck ordinary carpenters' wood chisels.

No.	Stock, ins.	Cut, ins.	Blade Lgth., ins.	Overall Lgth., ins.	Wt per doz.	Each
5 3/16	3/16	5/8	4 1/4	10	5 lbs.	$1.08
5 1/2	1/2	3/4	4 1/4	10	6 1/2 lbs.	1.43
5 5/8	5/8	1	4	10	7 lbs.	1.52
5 3/4	3/4	1 1/16	4 1/4	10	10 lbs.	1.74

Six in a package

LONG TAPER DRIFT PUNCHES



No.	Stock	Length	Point	Wt. per doz.	Each
96-1/4	1/4 in.	10 in.	3/32 in.	1 1/4 lbs.	$0.59
96-5/16	5/16 in.	10 in.	1/8 in.	2 1/2 lbs.	.73
96-3/8	3/8 in.	10 in.	5/16 in.	3 1/2 lbs.	.79
96-7/16	7/16 in.	10 in.	7/32 in.	5 lbs.	.86
96-1/2	1/2 in.	10 in.	3/4 in.	6 lbs.	.95
96-5/8	5/8 in.	10 in.	5/16 in.	8 1/2 lbs.	.98
96-3/4	3/4 in.	10 in.	3/8 in.	13 lbs.	1.19

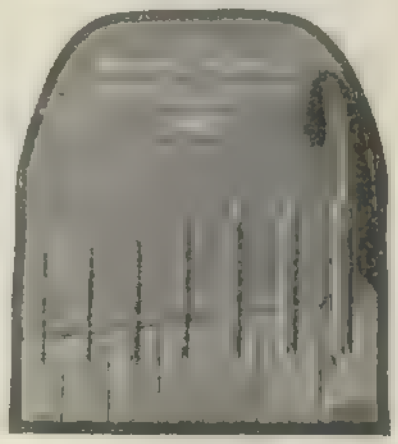
Six only in a package.

RIVET OR PIN PUNCHES

No.	Length	Point	Wt. per Doz.	Each
47-1/4x1/16	4 3/8 in.	1/16 in.	1/2 lb	$0.43
47-1/4x3/32	4 3/4 in.	3/32 in.	3/4 lb.	.43
47-5/16x1/8	5 1/4 in.	1/8 in.	1 lb.	.50
47-5/16x5/32	5 5/8 in.	5/32 in.	1 1/4 lbs.	.50
47-3/8x3/16	6 1/8 in.	3/16 in.	2 1/2 lbs.	.50
47-7/16x7/32	6 5/8 in.	7/32 in.	2 1/2 lbs.	.59
47-1/2x1/4	7 in.	1/4 in.	3 1/2 lbs.	.66

Six only in a package

RIVET OR PIN PUNCH SET



Set of No. 47 punches in 1/4 in. x 1/16 in., 1/4 in. x 3/32 in., 5/16 in. x 1/8 in., 5/16 in. x 3/32 in., 3/8 in. x 3/16 in., 7/16 in. x 7/32 in., and 1/2 in. x 1/4 in. sizes, and Leatherette Kit.

No.	Wt. per Set	Each
47-A	1 lb.	$4.32

All above loose.

ALIGNING PUNCH

No.	Stock	Length	Point	Wt. per doz.	Each
15-5/8	5/8 in.	Oct. 16 in.	3/16 in.	13 lbs	$1.75

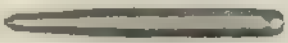
Six only in a package.

STARTING PUNCHES

No.	Stock	Length	Point	Wt. per doz.	Each
50-3/16	3/16 in.	[illegible] in.	[illegible] in.	1/2 lb.	$0.36
50-1/4	1/4 in.	[illegible] in.	[illegible] in.	3/4 lb.	.36
50-5/16	5/16 in.	[illegible] in.	[illegible] in.	1 1/4 lbs.	.43
50-3/8	3/8 in.	[illegible] in.	[illegible] in.	2 lbs.	.43
50-7/16	7/16 in.	[illegible] in.	[illegible] in.	2 1/2 lbs.	.50
50-1/2	1/2 in.	[illegible] in.	[illegible] in.	3 1/2 lbs.	.59

Six only in a package.

CENTER PUNCHES



No.	Stock	Lgth	Wt per Doz.	Each
41-1/4	1/4 in.	[illegible] in.	3/4 lb	$0.36
41-5/16	5/16 in.	[illegible] in.	1 lb.	.36
41-3/8	3/8 in.	[illegible] in.	1 1/4 lbs	.43
41-7/16	7/16 in.	[illegible] in.	2 lbs	.50
41-1/2	1/2 in.	[illegible] in.	3 lbs	.59
41-5/8	5/8 in.	[illegible] in.	5 lbs	.66

Six only in a package.

PRICK PUNCHES

No.	Stock	Lgth.	Wt. per Doz.	Each
44-1/4	1/4 in.	4 3/4 in.	3/4 lb	$0.36
44-5/16	5/16 in.	5 in	1 1/4 lbs	.43
44-3/8	3/8 in.	5 1/4 in	2 lbs	.50

Six only in a package

PUNCH AND CHISEL SET

Consists of one each:

41	3/8 in.	Center Punch
47	1/4 x 3/32 in.	Rivet Punch
47	5/16 x 1/8 in.	Rivet Punch
47	3/8 x 3/16 in.	Rivet Punch
50	3/16 in.	Starting Punch
50	1/8 in.	Starting Punch
50	3/8 in.	Starting Punch
72	1/8 in.	Cape Chisel
76	1/8 in.	Dia. Pt. Chisel
86A	1/4 in.	Cold Chisel
86A	3/8 in.	Cold Chisel
86A	1/8 in.	Cold Chisel
2402		Leatherette Kit

Total 13 Items.

No.	Wt. per Set	Per Set
2	1 3/4 lbs.	$6.79

PROTO SPECIAL TOOLS

CONCRETE GADS

Will not wedge in. Heat-treated to withstand an enormous amount of pounding through concrete.

No.	Stock	Lgth.	Wt. per Doz.	Each
84-⅝	⅝ in.	12 in.	1 lb.	$1.62
84-⅞	⅞ in.	12 in.	1¼ lbs.	1.75
84-1	1 in.	12 in.	1½ lbs.	2.05

Six only in a package.

SCRATCH AWLS

No.	Stock	Dia.	Lgth.	Wt. per doz.	Each
19	Oct.	3/16 in.	7 in.	¾ lb.	$0.55
18	Sq.	3/16 in.	7 in.	2 lbs.	.55

Six only in a package

TUBING EXPANDERS

Has 3 steps, will expand pipe to 1¼, 1⅜ and 1½ inch. Length 3½ inch.

No.	Wt. Each	Each
136	14 oz.	$2.18

Six only in a package.

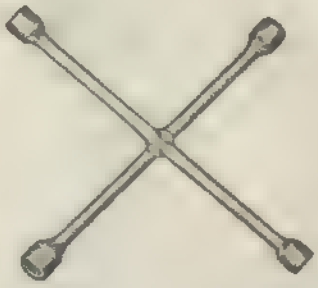
WHEEL BOLT INSERTER

Designed for installing new bolts in the wheel flanges of Chevrolets. Screwing the tool onto a new bolt with the concave end toward the flange pulls the bolt into final position. Reversing the tool peens the shoulder of the bolt into the space provided on the flange. Without this tool it is necessary, in the case or rear wheels, to remove the rear axle.

No	Wt Each	Each
4082	3 ozs	$1.35

Six in a box.

LUG NUT WRENCH



Speedy, four-way rim wrench, forged for extra strength. Hex openings of ⅝ in. ¾ in., 13/16 in. and ⅞ in. fit lug nuts of most cars and trucks. Length 16, in.

No.	Wt. Each	Each
2151	2¾ lbs	$2.13

Loose

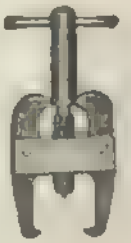
V8 CON. ROD NUT SOCKET

Size 3/16 in. hexagon thin-nose socket for working on V8 con. rods. ½ in. square drive. Non-replaceable.

No.	Wt Each	Each
6523	1¼ oz.	$0.75

Six in a box.

BATTERY TERMINAL PULLER

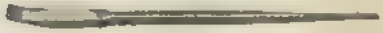


Works on any battery, any terminal even if badly corroded. One turn of the handle clamps the jaws and lifts the terminal. Springs push the jaws free when the handle is reversed.

No	Wt. Each	Each
4041	11 oz	$2.75

Six in a box.

CONVENTIONAL TYPE GARAGE BARS



No.	Oct. Stock	Length	Weight	Each
2116	½ in.	16 in.	¾ lb.	$1.55
2120	⅝ in.	18 in.	1½ lbs.	2.24
2124	¾ in.	24 in.	2¾ lbs.	3.07

ROLLING HEAD BARS

New type Gear Bar, with 90° rolling head, is especially valuable for getting into close places behind gears, etc.

No.	Oct. Stock	Length	Weight	Each
2126	½ in.	16 in.	¾ lb.	$2.10
2130	⅝ in.	18 in.	1½ lbs.	2.55

Six only in a package.

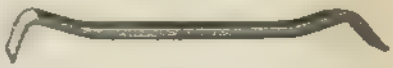
GREASE BAR

Wrench like opening offset to clear obstructions and with coarse teeth to prevent slipping. 28 in. long.

No.	Wt. Each	Each
2110	3¾ lbs.	$3.07

Six only in a package.

SPECIAL BRAKE TOOL

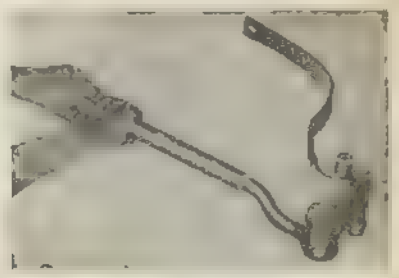


Star Nut Adjusting Wrench for 2-shoe Bendix brakes.

No.	Wt. Each	Each
2006	5 oz.	$0.97

Six in a box.

BENDING BAR



A bending tool with a multitude of applications. Ideal for compressing springs, bending bumper brackets, straightening frames, also used on conduit, pipe and heavy plate. Length 36 ins. Adjustable to many positions.

No.	Wt. Each	Each
2135	11 lbs.	$21.67

One in a box.

PROTO SPECIAL TOOLS

CARBURETOR JET WRENCH

No. 6528

For nearly all types of Stromberg carburetors. Turns easily with cross pin and knurled shank.

No.	Wt. Each	Each
6528	1⅛ oz.	$1.04

No. 6526

Similar to above except made for Ford special carburetor.

No.	Wt. Each	Each
6526	1½ oz.	$1.17

Six in a box.

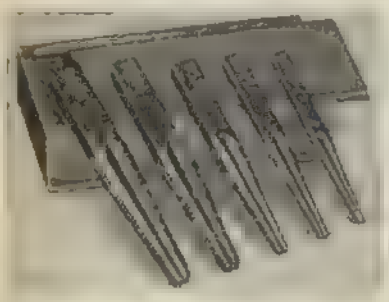
SCREW EXTRACTORS

No.	Size of Smal. End	Size of Shank	Overall Lgth.	U.S.S. Screw Size	Drill Size	Pipe Size	Each
9521	1/8"	3/16"	2 9/16"	1/4" 5/16"	1/8"	...	$0.73
9522	1/64"	3/16"	2 5/8"	3/8"	3/16"	...	.79
†9523	3/32"	1/4"	2 7/8"	7/16"	7/64"	1/8"	.89
9524	3/64"	5/16"	3"	1/2"	9/16"	1/4"	.98
9525	1/32"	3/8"	3 1/4"	5/8"	5/32"	3/8"	1.19
9526	1/2"	1/2"	4 1/2"	3/4"	9/16"	1/2"	1.98
9527	19/32"	5/8"	5"	7/8"	5/8"	1/2"	2.11
9528	21/32"	3/4"	5 3/8"	1" 1 1/8" 1 1/4"	3/4"	3/4"	2.31
9529	5/8"	1"	5 1/2"	1 3/8" 1 1/2"	1"	1"	3.30

†For broken Alemite fittings

Nos. 9521 to 9525, six in a box.
Nos. 9526 to 9529, loose.

SCREW EXTRACTOR SETS



Contains Nos. 9521 to 9525, inclusive, 5 extractors in wooden slide cover box.

No.	Wt. Per Set	Per Set
9500A	½ lb.	$4.58

Loose

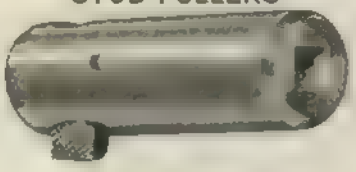
INTERNAL NIPPLE WRENCHES

Eccentric roller type. Simply insert and turn, either way.

No.	Pipe Size	Wt. Each	Each
145	3/4 in.	1 1/2 oz.	$1.98

Loose

STUD PULLERS



New Detachable Wedge Type

Latest development in stud pullers. No. 4515 for ¼ in. to ⅝ in. studs; No. 4532 for studs from ⅝ in. to 1 in. turns in a smaller circle and will work much closer to obstructions. The No. 4515, for example, turns in a 2 in. circle.

Set-screw in side of stud puller prevents loss by keeping wedges in body when not in use.

No. 4515 is 1 1/16 in. in diameter, 3½ in. long and has ½ in. square service connection. Weight 1¼ lbs.

No. 4532 is 2⅛ in. in diameter, 5½ in. long, and has ¾ in. square service connection. Weight 4½ lbs.

Both sizes will take the longest studs

Standard ½ in. Square Drive

No.	Description	Each
4515	Stud Puller Complete with 4516 and 4517 Wedges; Capacity, ¼ in. to ⅝ in Studs	$3.04
4516	Thick Wedge, Capacity ¼ in. to ⅞ in.	.76
4517	Thin Wedge, Capacity ¼ in. to ⅝ in.	.76

Heavy Duty ¾ in. Square Drive

No.	Description	Each
4532	Heavy Duty Stud Puller, with 4533 and 4534 Wedges; Capacity ⅝ in. to 1 in. Studs.	$5.87
4533	Thick Wedge, Capacity ⅝ in. to ¾ in.	1.17
4534	Thin Wedge, Capacity ¾ in. to 1 in.	1.17

Loose

VALVE LIFTER

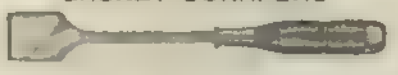
For V8 -85 Ford

Powerful, simple, with long leverage to break loose the toughest guides. Push guide down to remove keeper, then pry, with opposite block as fulcrum, to force guide out. 30 in. long, ¾ in. stock. Non-replaceable.

No.	Wt. Each	Each
6539	3½ lbs.	$3.21

Loose

GASKET SCRAPERS

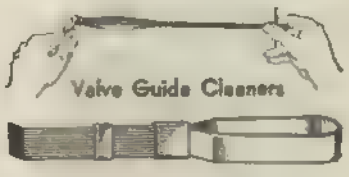


Has many uses, such as scraping carbon, cutting wood, removing shellacked gaskets. Blade 1½ in. wide; overall length, 9⅞ in.

No.	Wt. Each	Each
2336	6½ oz.	$1.48

Six in a box.

CLEANERS AND SCRAPERS



Flexible Carbon Scrapers

Nos. 2335 and 2337

No. 2335—An inexpensive new valve guide cleaner that is adjustable, by simply turning nut to all sizes of valve guides. Length, 9¾ in

No. 2337—The 10 flexible blades round spring steel. Sliding band regulates flexibility of edge. 1 in. wide, 9 in. overall length.

No.	Wt. Each	Each
2335	2 oz.	$1.17
2337	5 oz.	.50

Six in a box

VALVE ADJUSTER

For speed, ease and accuracy when adjusting overhead valves. Uses any standard socket. Loosen lock nut first, then operate driver for adjustment setting valve clearance with Feeler Gauges. This tool is also used with clutch adjusting machines.

No.	Wt. Each	Each
6734	1 lb.	$2.28

Six in a box.

Finished product of the Art Puppet Creations, a puppet kit recently introduced

MARIONETTE KITS

By Art Puppet Creations

Introduced for the first time to the New York area trade at the National Hobby Show in Madison Square Garden, the marionette kits Flip the Pirate and Merry received a very favorable response. Furthermore, the stores that carry these items have found them a fast moving number.

Puppetry is being recognized as part of the curriculum in the school systems throughout the country and these marionette kits are particularly adaptable to this kind of work for both education and entertainment value as they are completely jointed making it easy to change the costumes for different characters. In this and other ways these marionettes when completed are similar to large professional type ones.

Each kit includes Ponderosa pine pieces cut to shape, clothing finished and ready to use, hardware and airplane-type controller. The faces are distinctive, attractively painted, and non-breakable. Instructions include step-by-step construction procedure as well as instructions for operating the puppets. The retail price of each kit is $3.75.

The height of these marionettes (male is 15½"; female 14½") make them readily adaptable for giving plays especially in conjunction with the collapsible stage which is also available. This stage having a proscenium 42" wide by 28" high is made to fit on two bridge tables—61". Each stage retails for $15

The kits which can be made by adults and children alike in the school, home, camp or civic group is manufactured by Art Puppet Creations, 119 West 75 St., New York 23

TESTOR CHEMICAL CO.

OFFERS NEW PLANES

Two new model airplane kits, one free flight and one U-control, are now being introduced by Testor Chemical Co., Rockford, Illinois, manufacturers of a complete line of quality modeling supplies. The free flight model, designated as FG-1 is the result of two years of intensive research and engineering development. During the past year, the FG-1 has been flown in many national contests and has proved itself a consistent prize-winner. Its wide range of usability makes it an especially fine model for both novice and experienced enthusiasts. The FG-1 can be flown with Class A engines, or can be converted to Class B by installation of a Class B engine. In both instances, the FG-1 is an outstanding performer in free-flight competition. The FG-1 is made of a unique T-beam construction, and parts do not have to be laid on plans during building. Adjustments are easy to make, and parts hold their positions firmly once they are set in place. This kit has the highest-quality balsa obtainable, and is complete with wheels, landing gear bent to shape with tabs attached, motor mounts, and all necessary small metal fittings.

Kit contains a 36 page booklet with legible, easy-to-follow plans, and clearly understandable illustrations. Overall length is 32", wing span is 50", Projected Wing area is 353 square inches.

The PC-1 (Precision Control-Line Model) is a novel U-control plane that has also undergone painstaking development and flight-test research at the Testor plant. Many sound engineering features have been employed to give this model the rigidity and stability necessary for stunt flying. The PC-1, like the FG-1, was contest-proved before production-line construction of kits began. Building the PC-1 is relatively simple for the experienced model pilot, because the detailed set of plans are easy to read and grasp. This airplane is designed for Class B flight and will take engines of .23 to .36 cubic inches displacement. All parts are best-grade materials, and wheels, landing gear, and necessary fittings are included in the kit. Wing Span is 36", and the overall length is 30". The PC-1 is licensed under Jim Walker U-Control, U. S. Patent No. 2,292,416. Testor's model FG-1 retails for $7.50, the PC-1 costs $4.00.

TOY NEWS AND NEW TOYS

ANIMATED CLOWN DOLL BY JURO NOVELTY

A new novelty doll which made its appearance only a short while ago but is already giving indication of becoming a best seller, is the Animated Clown manufactured by Juro Novelty Co. · A big eighteen inch toy of novel design, gay colors and a profusion of bells plus a patented feature which gives movement to the arms and legs, adds up to an impressive total which makes this doll fascinating to little girls.

"In designing our Animated Clown," explained George Jupiter who has recently joined the company, "we laid stress on the psychological soundness of the doll and on producing a quality item at a popular price. The quickest and most effective way to the interest point of the child," Mr. Jupiter continued, "is through sound, action and color—our Animated Clown has all of that. The fact that so many orders of such substantial quantities have already been placed with us, proves conclusively that Juro Novelty again has a hot seller that is quality merchandise at the right price." Mr. Jupiter is well qualified to speak authoritatively on both points holding a B.S. degree in Education (New York University) and coming to Juro Novelty Company with many years of publicity and promotion experience.

The gaily checked material used is red and blue with different colored ruffles. The many bells jingle happily when the patented attachment gives animation to the arms and legs. An extensive advertising and promotion campaign has been carefully planned and includes radio time on forty-eight stations throughout the country.

These animated clown dolls by Juro Novelty Company are trimmed with a profusion of bells

TESTIMONIAL DINNER FOR SAMUEL LIPPOW

On the evening of Tuesday, March 16th, at the Central Plaza, 2nd Avenue and 7th Street, New York City, a testimonial dinner is being tendered to Samuel Lippow of S. Blechman & Sons, Inc., by a group of over 200 friends in the Notion, Belt, Suspender, Baby Accessories and Toy Industries.

This occasion is to honor Mr. Lippow after 35 years service as a progressive buyer for S. Blechman & Sons, Inc.

In addition to his business activities Mr. Lippow is an active member and trustee of Gotham Lodge No. 1569, B'nai B'rith and a member of Chancellor Kant Lodge No. 870 Masonic order of Free Masons and is an active worker in many other charitable and welfare organizations.

HARMONICA PLAYED WITH FINGERS

Jolie Musical Instrument Corp. of 14[illegible] John Street, New York, manufacturers of Harmonichord, the harmonica that is played with the fingers instead of the tongue, will show this musical item during the Toy Fair in Room 717 at the Hotel McAlpin, as well as by Harry Heath in Room 356, 200 Fifth Avenue, New York. This interesting instrument contains 10 brass reeds, has a colorful plastic body and is hand-tuned. Notes are played by blowing or drawing through the mouthpiece and releasing the finger over the note played. The Harmonichord plays two full scales in the key of C. This item is attractively boxed and [illegible] $1.[illegible]

NEW FISHER-PRICE TOYS

Shown here are three brand new numbers indicative of the realism and play value offered in Fisher-Price toys for 1948. At the upper left is Musical Elephant who rolls along swinging his head and coil spring tail from side to side. His [illegible] rubber [illegible] piano [illegible] merry tune as he is [illegible] right is [illegible] Milk Truck with [illegible] publicized little [illegible], the active driver. As he is [illegible] along, Beau's arms move up and down, barging away on the large nickel bell with his wooden hammers. The sides of the truck are 4-color lithographs laminated to solid wood, with Beau in the [illegible] brilliant colors. The lower illustration is Pony Chime. The drum, litho[illegible] 5 colors, portrays the theme [illegible] merry-go-round. As the toy [illegible] along, three brilliantly-colored horses give the rotat[illegible] movement of merry-go-round steeds. Patented [illegible] inside drum gives forth a tuneful [illegible]. For catalog showing the full new [illegible] write Fisher-Price Toys, Inc., East Aurora, Erie County, N. Y.

These three new musical toys have been added to the famous Fisher-Price musical toy family. Write for catalog showing full, new line

TOY NEWS AND NEW TOYS

For the Jr. Detective

DICK TRACY FLASHLIGHT

Bantam-Lite, Inc., manufacturers of flashlights, have just launched a new and novel toy item . . . the only official Dick Tracy Flashlight. Dick Tracy, famous detective of comics, screen and radio is an old friend to close to a hundred million people in these United States . . . and No. 1 hero to millions of youngsters.

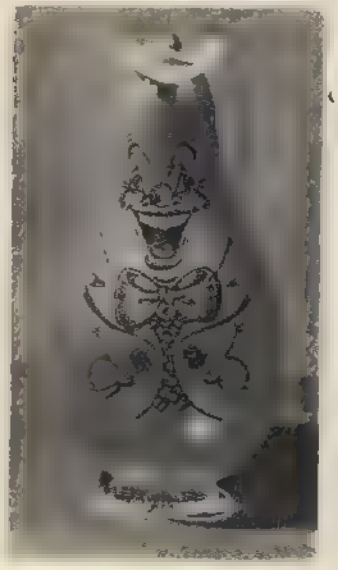
The Dick Tracy "secret-switch" flashlight (a flip of the finger . . . and it flashes) fits into the palm of the hand, throws a spotlight beam that gives the youthful imagination a spur to deeds of daring-do, a la America's top "crime doesn't pay" man-hunter. It's a toy with universal appeal . . . and it's more than that . . . it's a safe and useful, easy-to-pocket flashlight children can carry with them on hikes, to summer camp . . . and use right at home all year round, encouraging safety-first habits at night.

The Dick Tracy Flashlight has a bright red translucent top which glows excitingly when the flashlight is on. The flash itself throws a "super-powered" beam that "hits the spot" with Junior. The metal case is a deep blue . . . and on it, in shining silver is Dick Tracy's famous face, and an impressive Dick Tracy shield. Each one is individually boxed in a colorful "Dick Tracy" box. It's a toy department "natural" and complete with two penlite batteries and magnifying lens bulb, it's featured at the low price of only 79c.

BALLOONS BY BAYSHORE

It is the opinion of Bayshore Industries, Inc., Elkton, Maryland, that their announcement in this issue is even more dramatic than the one made about their penny balloons last July. Newcomers in the field, they manufacture a complete line of fine quality balloons of all shapes and sizes ranging from the penny balloon to the giant airship. Their decorated balloons are beautifully printed with clever and original "Kids Pix" designs. They also make plastic covered bladder type play balls in four sizes for indoor and outdoor fun. The Tubby Toss-Up, which is illustrated here, is one of their first balloons of this kind. It retails at 5c. Included with the balloon figure is a paper hat and heavy feet all packaged in a diaphane envelope.

Steri-Clean balloons are made in two sizes, individually packed and especially treated to make them sanitary in every way. Party package balloons offer a modern method of selling a fine assortment at higher unit sales level with full intrinsic value. They produce a package of fire cracker balloons which are noisy but safe. "Jolly Jingle Joys" are favorites of the manufacturer. They believe these are truly unique in many respects and point out the excellence of design, decoration and construction of these toys which give them the appearance of being original hand-made models. A musical bell has been permanently sealed in the toy with a special closure for which a patent application has been made. Bayshore states that from their early sales records these toys will continue to outsell their production facilities. They add, however, that orders placed now will go a long way to assure early delivery. The management of this progressive company, although ambitious and creative, has adopted sales policies which have proven successful to the most experienced concerns. Thy place special emphasis upon their sales and distribution policy which is arranged to advance and protect the interests of their customers.



Toss-Up Balloon

JACK SHAPIRO ADDS NEW LINES

The many friends of Jack Shapiro, well known Sales Representative, 208 North Wells Street, Chicago, Illinois, will find him on deck in Rooms 1161-63-65, Hotel McAlpin, during the Toy Fair. Long known for his ability in discovering unusual new toys and bringing them to the attention of buyers, Jack will display his regular line plus four brand new lines he has just discovered. These include the new blackboards manufactured by Barricks Manufacturing Company, "Tricky Ball," an unusual game that combines skill and chance, made by Sedghill Industries, a Child's Globe and Atlas, made by Replogle Globes, Inc. and a Life-Like Hay-Rack Wagon and Dump Cart in cast-metal, made by the Stanley Toy Company.

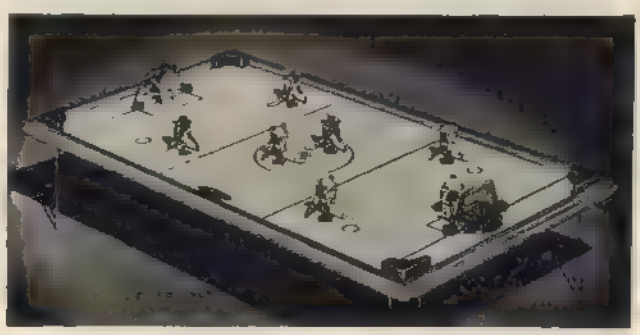
BRESEE TO STAGE CIRCUS PROMOTION

Bresee's Oneonta Department Store, Inc., Oneonta, N. Y., is planning a circus promotion for July 6th and will be glad to receive any descriptive circulars from manufacturers which could be used in connection with their circus.

REMOTROL MAGNETIC HOCKEY GAME INTRODUCED

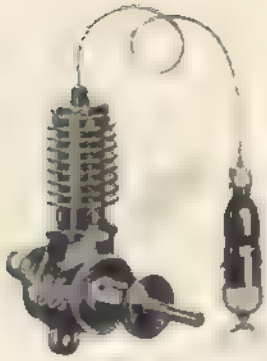
Remotrol Company, 34 West 37th Street, New York 18, has just brought out a unique innovation in games known as the Magnetic Hockey Game, which is said by the manufacturer to simulate the play of a real hockey game. The players follow the puck as in real hockey and goals are scored when the puck is shot into opposing goal cages. Two or more players can play at one time and each player directs his team by magnetic action from under the elevated board. When the game is played by four players, one from each side control the "goalie," while the other two direct the rest of the men on the field of play.

The playing field is 12" x 22" and is made of durable pressboard with a high gloss playing surface on which the hockey men speed as though on real ice.



Magnetic Hockey Game Introduced by Remotrol Company of New York

AMERICA'S LEADING MINIATURE ENGINES

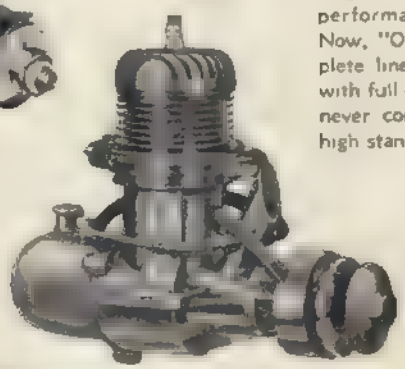


CO_2 IGNITIONLESS
$4.95 with holder

O.K. · OVER 10 YEARS OF LEADERSHIP ·

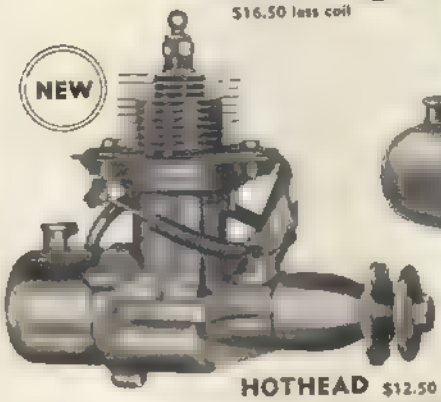
"O. K." has taken on a new meaning for hobbyists since Herkimer Tool and Model Works introduced their first miniature engine. During the last decade "O. K." has indeed set a mark for other builders to shoot at. Undisputed leadership was only won by setting a new high in quality, performance and service. Now, "O. K." offers a complete line that you can buy with full confidence they will never compromise with the high standards they have set.

BANTAM
$16.50 less coil



SUPER 29
$16.50 less coil

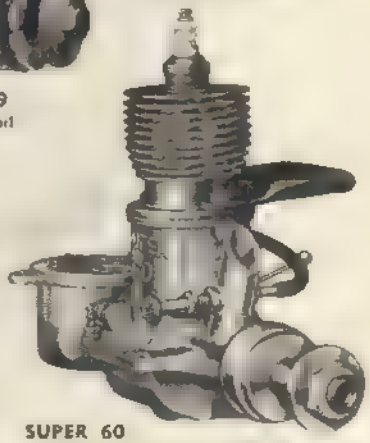
See us at the TOY FAIR Room 539 Hotel McAlpin



NEW

HOTHEAD $12.50
less Glow Plug

Don't risk ruining your present engine by conversion for Hot-Head is specially built to take the stresses peculiar to Glow Plug operation. Extra heavy crankshaft, drop forged connecting rod and oversized main bearing. Simple to operate. No timer, coil or condenser. Uses special fuel. Buy Glow Plugs at any hobby shop for 65c.



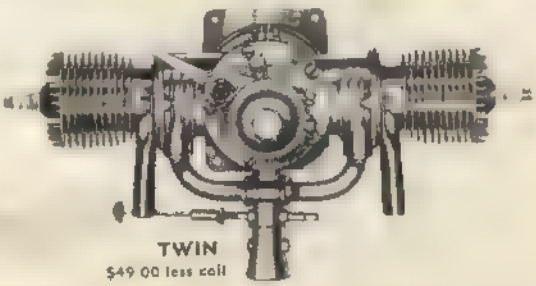
SUPER 60
$16.00 less coil

SPECIFICATIONS

Model	Displ	Bore	Stroke
Bantam	.99	.655	.590
Super 29	.299	.700	[illegible]
Super 60*	.604	.900	[illegible]
Twin	.206	.900	[illegible]
CO	.3139	.75	[illegible]
Hot Head	.299	.700	[illegible]

*Super 60 also available in Raceway Marine model equipped with flywheel. Price $[illegible] less coil

O.K. CO_2 [illegible] O.K. Coil [illegible]



TWIN
$49.00 less coil

HERKIMER
TOOL AND MODEL WORKS, INC.
HERKIMER, NEW YORK
CANADA: Herkimer "OK" Engine Co., 511 Hermant Bldg., Toronto EXPORT: 120 Wall St., New York 5 (All Cables) Concordia N.Y.

YOU'RE IN SOLID!

And how they sell! Your StromBecKer Kits make customers holler for more, more, more, more!

Catch 'em young!

Wait a minute! We *know* it's dangerous to start off a potential model-builder with a kit too tough for him to *finish*. He gets discouraged, doesn't come back anymore.

* * *

Yep, it's a tactical error to load a big, juicy kit on a little kid. On the contrary, it's plenty smart to start him with a "StromBecKer." He can finish it himself—and it's *realistic enough* to satisfy even professional model-builders.

* * *

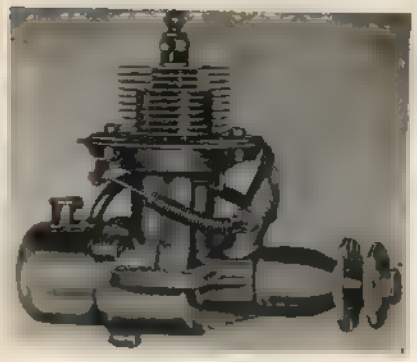
And maybe you don't think the future of your biz doesn't depend on those beginners! Future customers all. *If* you start 'em right with a StromBecKer solid model assembly kit. Age range: 7 to 70.

Convair Flagship

To keep out in front, feature the *new* models! Your customers know! "Convair" is an *out-in-front* plane, typical of StromBecKer leadership. Kit to retail at 69c.

StromBecKer
FIRST IN SOLID MODELS

STROMBECK-BECKER MFG. CO., MOLINE, ILL.
200 Fifth Avenue, New York City



New design by Herkimer Tool and Model Works

"O. K." Announces New Hot-Head Engine Especially Designed for Glow Plug Operation

Herkimer Tool and Model Works Inc. (Herkimer, N. Y.), has announced the new "O. K." Hot-Head, a class B miniature engine especially designed for Glow Plug operation. It was emphasized by the manufacturer that the new engine is not a conversion model but a completely new design engineered to take the stresses peculiar to Glow Plug operation.

Pre-ignition firing subjects the crankshaft and bearing surfaces to unusual stresses, it was stated. To counteract these the "O. K." Hot-Head features an extra heavy crankshaft, .406" in diameter and a bronze main bearing, 1⅝" long. This results in a balanced engine that gives long life and high efficiency.

A warning was voiced by the manufacturer that it was hazardous to attempt to convert a conventional glow type engine to Glow Plug as a standard engine is not built strong enough nor will it perform satisfactorily.

Operation of the "O. K." Hot Head was said to be extremely simple. It is only necessary to connect a 1½ volt battery to the Glow Plug until the engine starts. The battery is then disconnected immediately and the engine will continue to run on pre-ignition firing.

A special fuel is needed and full information is included in the instruction sheet packed with every engine.

The "O. K." Hot-Head retails for $12.50 less Glow Plug. The Glow Plug itself is available at hobby shops for 85c.

Specifications of the new engine are: Displacement—.299, B class. Bore—.760. Stroke—.660. R. P. M.—to 11,000. Weight with fuel tank—7 ounces.

Drone Diesel Engine Kit

NEW KIT BY DRONE

Drone Engineering, Inc., of 1163 East Broad St., Elizabeth, N. J., manufacturers of the Drone Diesel Engine, fuel, accessories and kits, have added a new Kit and Propeller to their growing line of products. The latest edition is the Secret Weapon Kit, which is designed by Leon Shulman. The Weapon is a Super Stunt Model of a semi-profile type with the Engine mounted on its side. This model resembles the latest fighter planes in its appearance. Selling at $3.95, the Kit features the Drone type plans with step by step construction drawings and instructions which have proven so popular. All parts are prefabricated, and very little work has to be done by the modeller in its assembly.

The Drone-Prop, a propeller made especially for the Drone Diesel Engine and to go with the stunt models in general, is being delivered now. This propeller, which is of 11-inch diameter and having a 10-inch pitch, is made from hard wood and sanded smooth with two coats of clear lacquer as a finish, retails at 35c. Both the Drone-Prop and Secret Weapon bear regular discounts.

DRUGE presents
HYSTER
Straddle Truck Toys

Assembled or knocked down for hobbyists and model makers. See ad on page 219 for sizes.

DRUGE BROS. MFG. CO.
888 NINETY-SECOND AVE.
OAKLAND 3, CALIFORNIA

Now there are 3 "Toppers" in
CLEVELAND MODELS

Topper I (for C-O-2) $1.00
Topper II (for A & B) $2.25
Topper III (for B & C) $3.00
Order from your jobber NOW

CLEVELAND
MODEL & SUPPLY CO.
4514883 Lorain Avenue, Cleveland 2, Ohio

Fred Harman, originator of the famous Red Ryder strip is shown here on his horse "Thunder."

"THE RED RYDER SALES STORY"

Stephen Slesinger, Inc., owners and producers of the famous comic strip Red Ryder, announce the completion of a twenty-minute sound and color motion picture entitled The Red Ryder Sales Story The purpose of this unusual motion picture is t graphically illustrate the advantages of toy manufacturers licensing the popular comic strip Red Ryder as an effective sales assistance and promotional advantage in the merchandising of their products. The Red Ryder Sales Story is the first motion picture of its kind to be made and John Howell, Sales Manager of Stephen Slesinger, Inc., has made arrangements to show this film to toy manufacturers during the Toy Fair.

The character Red Ryder and Little Beaver are now being used by thirteen manufacturers—Red Ryder air rifles, cowboy suits, belts, wallets, suspenders, sweatshirts, polo shirts, books, spurs, ties, sport shirts, beach ensembles and hats are now being manufactured. The Red Ryder comic strip is the creation of colorful, cowboy artist Fred Harman—famous Colorado rancher and leading citizen

The Red Ryder comic strip first appeared in newspapers in 1938 and now reaches over 123,000,000 people through its appearance in over 750 daily and Sunday newspapers distributed by NEA Service, Inc., through the monthly Red Ryder Comics Magazines distributed by the American News Company, through motion pictures which have been produced on the average of eight each year and through its popular and high Hooperated show which is now offered on a transcription basis by Louis G. Cowan, Incorporated

Here is gun-totin' Red Ryder as he appears to his many comic strip readers.

W. B. Tischendorf

THOMPSON CORP. ELECTS TISCHENDORF

Election of W. B. Tischendorf, of New Albany, Ind., as vice-president of Thompson Corporation, Brownstown, Ind., is announced by M. O. Thompson, president. He will direct activities in Sales, Advertising, Merchandising and Public Relations. Tischendorf spent 15 years as owner-manager of newspapers in Indiana, and has served on the staffs of the Evansville (Ind.) Press and the Louisville Courier-Journal. During World War II he was Director of Public Relations for Curtiss-Wright Corp., Louisville. Later he handled Personnel, Public Relations and Sales for Laister-Kauffmann Aircraft Corp., Louisville and St. Louis. His advertising experience includes work as an account executive with Bozell & Jacobs Seattle; M. R. Kopmeyer Co. and Zimmer-McClaskey-Kintner, Louisville. The Thompson Corporation manufactures the "Thompson Safety Sled" for national distribution

EXPANSION PROGRAM

An enlarged and remodeled toy department is on the books for Universal Furniture Co., 2372 St. Claude Ave., New Orleans, La. It will be part of an overall store expansion now underway.

NOMA ELECTRIC VOTES EXTRA DIVIDEND

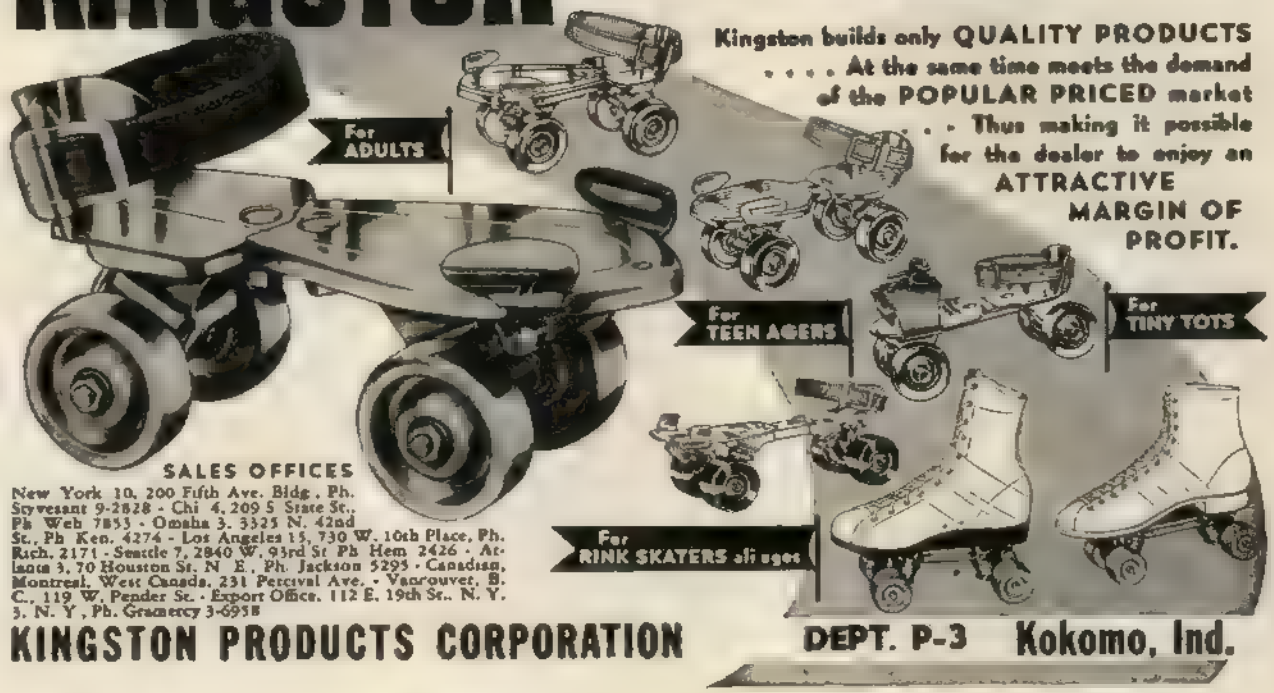
Noma Electric Corporation on February 5th reported for the six months ended December 31, 1947 — the first half of the fiscal year — sales of $28,579,509, and net profit, after taxes, of $2,762,890, equal to $4.33 a share on 637,997 common shares outstanding. For the full calendar year 1947 the company reported sales of $45,819,037 and net profit of $3,127,842, or $4.90 a share, compared with sales of $32,373,093 and net profit of $1,684,706, or $2.77 a share on 607,628 shares, for the 1946 calendar year. The company changed its fiscal year from a calendar basis during 1947. Directors declared a regular quarterly dividend of 30 cents and an extra disbursement of 20 cents per share on the common stock, payable March 31, 1948 to stockholders of record, March 15, 1948.

Henri Sadacca, president, disclosed that the company has entered into an agreement with a group of insurance companies, including Metropolitan Life Insurance Co., Connecticut General Life Insurance, and Connecticut Mutual Life Insurance, for the sale of an issue of 3¾% debentures in the principal amount of $4,000,000, due Feb. 1, 1958. Presently outstanding debentures and notes amounting to $2,695,000 will be retired from the proceeds of this sale and the balance remaining will be added to working capital.

Commenting on the company's earnings, Mr. Sadacca pointed out that because of the highly seasonal nature of the company's decorative lighting and doll divisions the larger part of the profits are earned during the last six months of each calendar year. "Your management," Mr. Sadacca told stockholders, "is confident that, barring unforeseen conditions beyond our control, the profits for the next six months should be satisfactory." The net worth per share as figured from the unaudited December 31 balance sheet, Mr. Sadacca reported, is $21.54 and compares with $18.26 as calculated from the certified balance sheet as of December 31, 1946, previously sent to the stockholders. Net current assets as shown on the December 31, 1947 unaudited balance sheet are $9,235,214 or a ratio of current assets to current liabilities of 2.60 to 1, as compared with $8,110,029 net current assets on December 31, 1946 or a ratio of 2.19 to 1

KINGSTON

MANUFACTURES THE MOST COMPLETE LINE OF *BALL BEARING ROLLER SKATES* IN THE INDUSTRY . . . .



Kingston builds only QUALITY PRODUCTS . . . . At the same time meets the demand of the POPULAR PRICED market . . Thus making it possible for the dealer to enjoy an ATTRACTIVE MARGIN OF PROFIT.

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New York 10, 200 Fifth Ave. Bldg., Ph. Stuyvesant 9-2828 · Chi 4, 209 S State St., Ph Web 7853 · Omaha 3, 3325 N. 42nd St., Ph Ken. 4274 · Los Angeles 15, 730 W. 10th Place, Ph. Rich. 2171 · Seattle 7, 2840 W. 93rd St Ph Hem 2426 · Atlanta 3, 70 Houston St. N. E., Ph. Jackson 5295 · Canadian, Montreal, West Canada, 231 Percival Ave. · Vancouver, B. C., 119 W. Pender St. · Export Office, 112 E. 19th St., N. Y. 3, N. Y., Ph. Gramercy 3-6958

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Creators of unusual and distinctive

SOFT TOYS and Infants' Novelties

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During the TOY FAIR—Hotel McAlpin, Room 895

CREATORS OF UNUSUAL AND DISTINCTIVE SOFT TOYS

BANTAM – U. S. TOYS, INC.

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INCREASE YOUR SALES... ORDER THESE PROVEN FAST SELLERS!

SUPER DELUXE 35mm FILM VIEWER SETS

$1.00

VISIT US AT THE TOY SHOW
ROOM 1068
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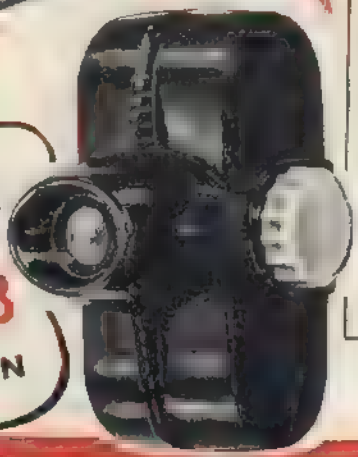

EXTRA FILM 69¢ RETAIL

5 rolls of your Famous Komics subjects on 35mm film.

Featuring Superman, Lone Ranger, Dick Tracy, Orphan Annie, Smitty, Winnie Winkle, Invisible Scarlet O'Neil, and 12 additional Famous Komics subjects

ALL-PLASTIC VIEWER
A new remarkable 35mm Film Viewer with a fine quality, glass lens.

ACME Plastic Toys, Inc.

Leading the 1948 DOLL PARADE

YEAR ROUND
Fast Selling
FAVORITES
at
Popular
PRICES!

Our
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Better Values than Ever Before!

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1918 • OUR THIRTIETH YEAR • 1948

OUR NEW 1948 LINE OF

POPULAR PRICED

COMPOSITION

DOLLS

IS NOW READY

Featuring NEWER CREATIONS
GREATER VALUES
DEPENDABLE SERVICE

As Always

ALLIED-GRAND DOLL MFG. CO., INC.

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TELEPHONE ULster 5-3773

Leading the 1948 DOLL PARADE

YEAR ROUND
Fast Selling
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Our
30th
YEAR!

Better Values than Ever Before!

SEE YOU AT THE FAIR
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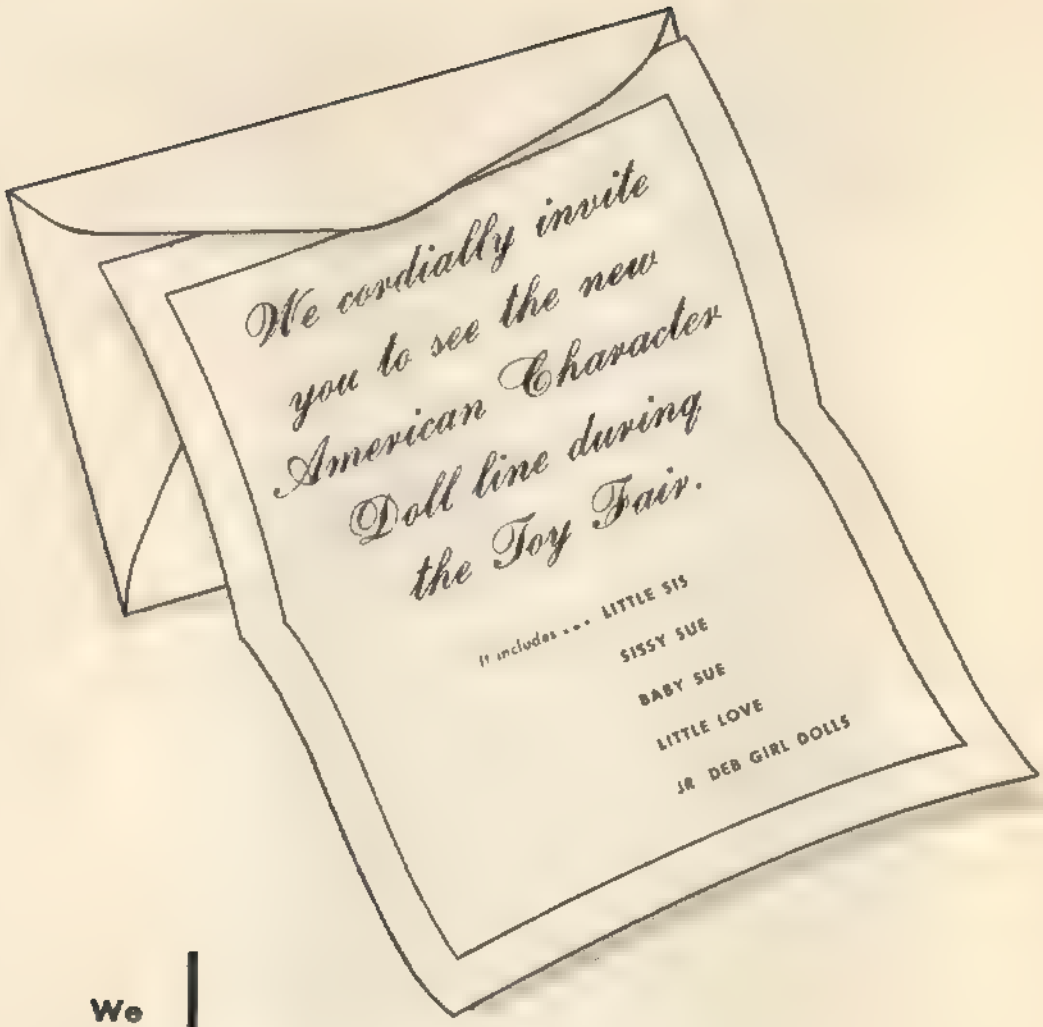

We have always said

"When better dolls can be made, American Character Doll will make them"

That time is here NOW! We cannot give you full details—come in and SEE our revolutionary lines of rubber, latex and plastic dolls.

American Character Doll Co.

200 Fifth Avenue, New York City

New way to SHOW! New way to SELL!
LOOK!
THE PACKAGE IS THE SECRET!
Mayfair
MINIATURES
Like a handsome case for a lovely jewel the plastic covered box with its own easel displays and protects the doll.
and many other series. All sizes. All prices
SOLE SALES REPRESENTATIVES
STRAUSS & RICHSTONE, Inc.
LEO STRAUSS . MURRAY RICHSTONE . MORTON LEVY
SHOWROOMS AND OFFICES: 200 FIFTH AVENUE, ROOM 409, NEW YORK 10, N. Y.

★ NATIONALLY ADVERTISED ★

AMERICAN FLYER

DEVELOPED AT THE GILBERT HALL OF SCIENCE

NEW
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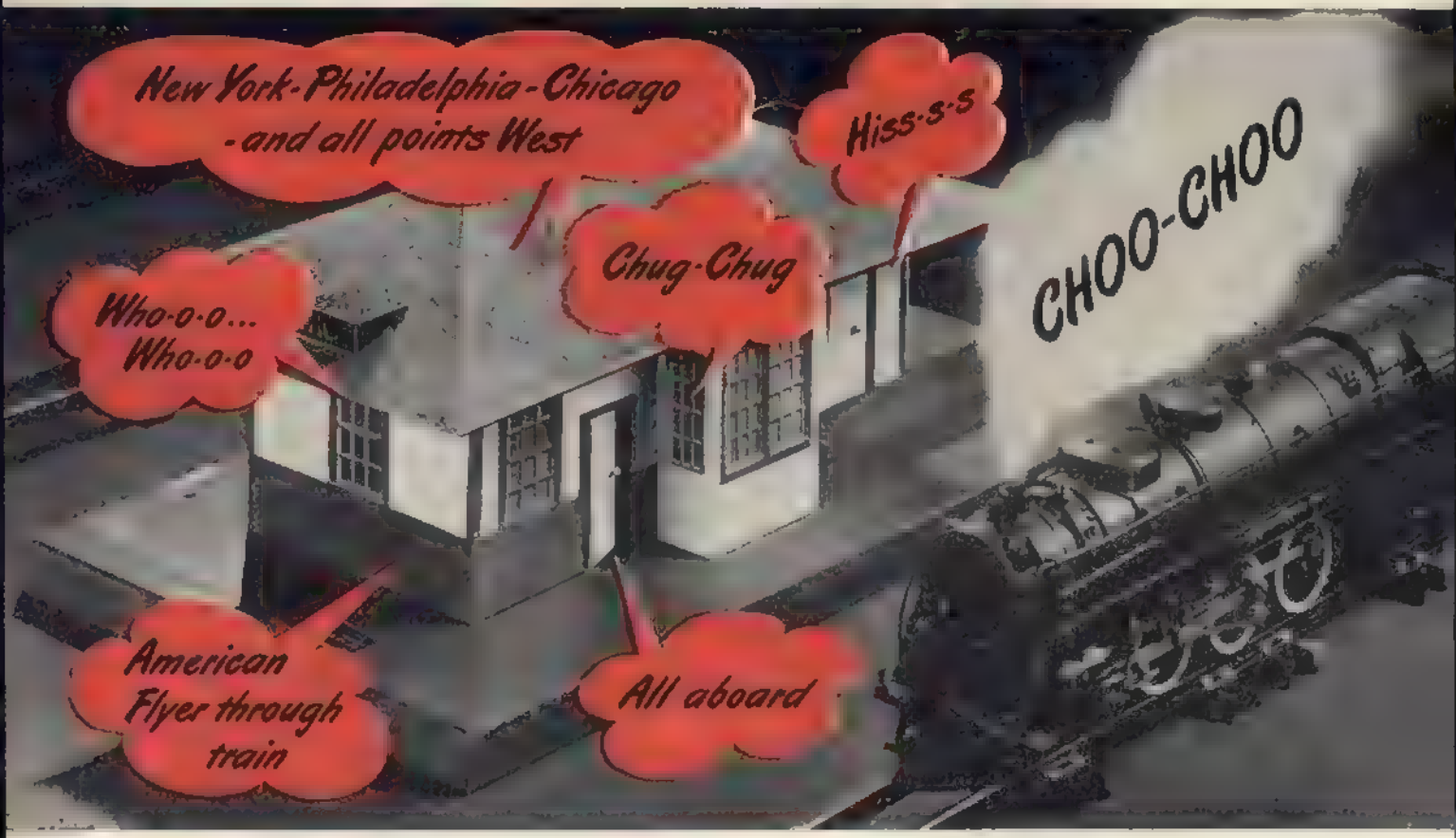
TALKING RAILROAD STATION
LOUDER, CLEARER "CHOO-CHOOS"
BIGGER PUFFS OF REAL SMOKE
DIRECTRONIC PROPULSION Locomotives



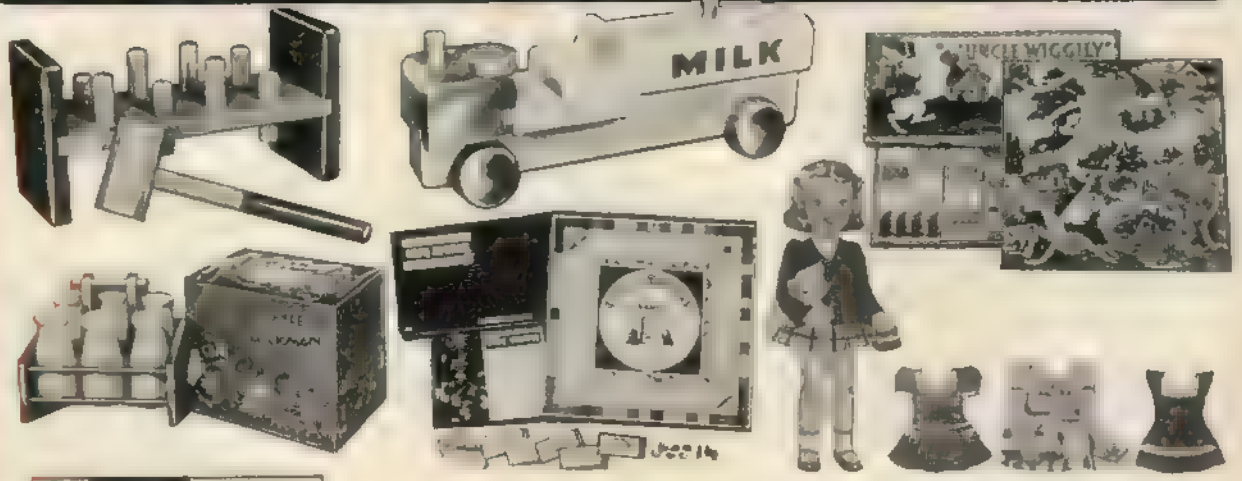
ASK THESE 10 QUESTIONS WHEN YOU CHOOSE A SCALE MODEL RAILROAD

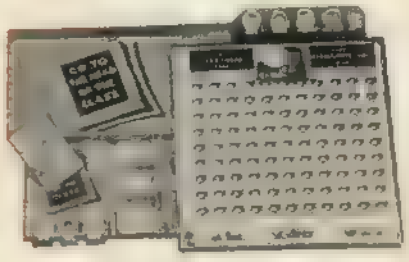
QUESTION	AMERICAN FLYER ↓
1 *Does locomotive puff real smoke and is smoke synchronized with train speed?*	YES
2 *Does locomotive reproduce "choo-choo" sound effects and are they synchronized with train speed?*	YES
3 *Does motor have superpower worm drive?*	YES
4 *Are all locomotives, cars and track built to uniform 3/16" scale?*	YES
5 *Is track realistic 2-rail "T" type?*	YES
6 *Can a two-loop track system be laid out in floor space only 6 feet square?*	YES
7 *Are cars of plastic with die-cast frames?*	YES
8 *Does system have Directronic Propulsion locomotive?*	YES
9 *Does its motor have Alnico permanent magnet?*	YES
10 *Can two locomotives be operated in same or opposite direction on same track?*	YES

See the new American Flyer Trains and Equipment at the Gilbert Hall of Science, Fifth Avenue at 25th Street, New York City.

NEW MILTON BRADLEY *psych-tested toys*

PARADE AT 1948 TOY FAIR





HERE'S a line of toys that's going to capture the hearts of children all over the country. Yes, and the hearts of their parents, too. That's because parents have the assurance of trained child psychologists that their children are getting maximum entertainment, education, and satisfaction with Milton Bradley playthings. They have the assurance that they are not buying toys that are mere "novelties" soon to be discarded because of lack of interest!

Actual tests involving children of various ages have *proved* Psych-Tested* toys for "playability." Psychologists noted children's actions and comments through one-way glass screens and hidden microphones, evaluated the toys according to their ability to satisfy *nine basic psychological functions* in different age and sex groups! Results are printed on every Psych-Tested* toy package.

Psych-Tested* toys represent another step in Milton Bradley's near-century of service to young America. Parents' appreciation for this service is going to show itself in an overwhelming demand for Psych-Tested* Toys. That's why the new Milton Bradley line of Psych-Tested* toys is a treat on your Toy Fair list. Stop in at Room 340, 200 Fifth Avenue, and we'll be glad to show you how Psych-Tested* toys will boost your toy sales. If you don't make the Toy Fair, write us and we'll send the Milton Bradley line to you via our representative.

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MB

* TRADE MARK OF MB CO

psych-tested toys

BY MILTON BRADLEY COMPANY
SPRINGFIELD 2, MASS.
200 FIFTH AVE., NEW YORK

TOYS • GAMES • EDUCATIONAL SUPPLIES SINCE 1860

Nationally Known Electrical Appliances

GIVE THE BEST . . . this Christmas select Her gift from the distinguished array of electrical appliances on this page. Each piece represents the highest achievement of the leading manufacturers in the electrical appliance field — General Electric, Toastmaster, Universal, Sunbeam, Dormeyer and Manning Bowman. Their trademarks are your assurance of quality. Underwriters-tested. Prices include 10% Federal Tax.

(A) GENERAL ELECTRIC AUTOMATIC IRON. Weighs only 2¾ lbs. Has a 29.05-sq. in. sole plate of hard Aluminum alloy. Visualizer heat control dial, set at front of chrome plated body, provides visible fingertip control. Plastic handle, side entrance cord. 1000-watt element. For 110-120 volt, 60-cycle A.C. only.
86 WP 2626—*Postpaid* 11.95

(B) MANNING BOWMAN TWIN-O-MATIC WAFFLE IRON. 7-in. Aluminum grids bake 2 waffles. Pour batter into top section, close cover and twist knob, reversing iron, repeat process. Bake Indicator controls color of waffle. Chrome finish, Bakelite trim. 1000-watt [illegible] incl. 110-120 volt, 60 cycle A.C. only.
86 WP 2234L *Post.* [illegible] 22.95

(C) UNIVERSAL COFFEEMATIC. Simply put in water and coffee, select strength desired. This automatic electric Percolator will brew to your taste, then reset itself to keep coffee warm. Makes 7 cups. Chrome plated body, plastic handle. 400 watt element, cord included. For 110-120 volt, 60 cycle A.C. only.
86 WP 2832L—*Postpd.* $2.50 Dn., Cash 21.95

(D) SUNBEAM COFFEEMASTER. This automatic vacuum-type Coffee Maker makes perfect coffee every time, whether you're making 1 or 8 cups. Designed for utility beauty, has chrome plated body, Bakelite handle, knob. Cover fits both bowls. 1000 w[illegible] 110-120 volt, 60 c[illegible]
[illegible] *Postpd* $3.50 [illegible] 32.[illegible]

(E) DORMEYER MIXER. Gives 10 recipe-tested speeds one for every job. Governor-controlled motor insures steady power regardless of load. Lifts off for use in any pa[illegible]. White bake-on enamel finish, plastic handle cord. With Juicer 2 opal glass mix bowls, [illegible] book. For 110-120 volt, A.C. or D.C.
86 WP 2053 M—*Postpd.* $4 Down, Cash 37.50

(F) TOASTMASTER TOASTER. Well known "Toastmaster" automatically pops up golden brown toast. Just set the Toast-[illegible] Selector for toast as you like it. The new Magic Toastmeter assures taste-tempting results. Polished chrome plated body. Bakelite handles. For 110-120 volt, A.C. or D.C.
86 WP 2222 L—Postpd $2.50 Dn., Cash 21.50

ARCADIA DOLL CO.

cordially invites you to visit its

TOY FAIR EXHIBITS

at

BARCLAY CREATIONS

HOTEL McALPIN

ROOM 876

and

MECHNER & CAMINITI

200 FIFTH AVENUE

ROOM 455

One outstanding feature will be our 11 inch slim doll with moving eyes. You will appreciate the quality, variety and styling of ADCO dolls.

Permanent showrooms throughout the year:

Barclay Creations, Inc. — Room 912, 36 South State St., Chicago
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Factory — 605 E. 132 St., Bronx 54, N. Y.

WITH THE EXTRA EYE APPEAL THAT INSURES EXTRA BUY APPEAL!

5 Power — 2 Section

HERCO TELESCOPE

COMPACTLY DESIGNED TO FIT INTO A POCKET

Here's maximum performance at a minimum price! Here's a powerful telescope the *whole* family will use! Optically ground and pitch polished lenses afford added brilliancy and magnification—durable construction insures long serviceability. Scientifically designed and specially adapted to deflect light, with an unusually wide field of vision, this telescope is an amazing value you'll be proud to sell!

IDEAL FOR BOYS AND GIRLS!

APPEALING TO ADULTS!

Great for Nature Study—for Sports Events—for All Entertainment. Both Indoors and Out!

RETAIL $1.00

STANDARD DISCOUNTS

- JET BLACK ANODIZED ALUMINUM WITH POLISHED ALUMINUM INNER TUBE
- FIVE POWER OPTICALLY GROUND AND PITCH POLISHED LENSES
- EXTRA WIDE FIELD OF VISION
- DESIGNED TO DEFLECT LIGHT
- 7¾ IN. CLOSED — 10½ IN. EXTENDED

EMBODYING A BRAND-NEW PRINCIPLE!

HERCO KALEIDOSCOPE

WITH DESIGNS THAT F-L-O-A-T IN OIL*

Completely Encased and Sealed

A Smash Hit with the YOUNGSTERS!

Educational! Appealing to GROWN-UPS!

Ideal for ARTISTS and DESIGNERS!

RETAIL 50c

STANDARD DISCOUNTS

*Patent Applied For

Std Packages 6 Doz. Wt 10 Lbs.

Here's a new leader in the kaleidoscope field—designed with the revolutionary "Float-in-Oil" principle that acts like magic to effect NEW BRILLIANCY—NEW BEAUTY—NEW ILLUMINATION—NEW MULTIPLICITY OF GORGEOUS DESIGNS. Something absolutely new in the eye appeal that insures sure-fire sales!

- ABSOLUTELY SAFE — CONSTRUCTED WITHOUT GLASS
- UNBREAKABLE — STREAMLINED — LIGHT-WEIGHT
- EASY TURNING, ALUMINUM FOIL COLLAR
- TUBE DESIGNED IN GORGEOUS MULTI-COLORS
- LENGTH 8 IN.—DIAMETER 2 IN.

SEE OUR OTHER ADS IN THIS MAGAZINE

Herbert George Co.

Precision Manufacturers of Toys and Optical Specialties

311 North Desplaines Street • Chicago 6, Illinois

COMPLETE LINE DISPLAYED DURING THE TOY SHOW IN ROOM 1122, McALPIN HOTEL

ARRANBEE

Goes all out for . . .

PLASTIC DOLLS

In 1948

LITTLE ANGEL

DREAM BABY

ANGEL SKIN

NANCY

NANCY LEE

In all the world there is no finer doll made than the Arranbee new Plastic Dolls. Truly, the last word in good taste —a natural for years to come.

Our plastic dolls are so light yet so durable they will never crack, chip or peel. You will note many new features that will add new laurels to these already famous quality dolls at popular prices. Yes—we are enthusiastic and proud to present to you our newly styled all plastic doll line. See our reborn favorites looking their very best.

Be Sure to VISIT our Special TOY FAIR Display at

HOTEL McALPIN

ROOMS 1020-1022

Joseph Ardbaum — Charlie Petlitz
Wm. Rothstein — I. B. (Ickie) Schwartz
Wesley R. Wetmore

ARRANBEE DOLL CO.

SHOWROOM AND OFFICE:
881 Broadway, New York 3, N. Y.
(Corner 19th Street)

During the Toy Fair . . . Be Sure to See
All the Lovable Members of the
FAMOUS FAMILY of GUNDS

at ROOM 232
200-5th Ave.

1948 . . . Gund's Golden Anniversary . . . will be fittingly identified with the most impressive line in all Gund history . . . The many new members of the F. F. G., along with the regular favorites carry forward the high traditions of quality and craftsmanship maintained steadfastly by this organization through half a century.

Gund
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE
MANUFACTURING COMPANY
I. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.

It must be Good to be a Gund!

TOY NEWS AND NEW TOYS

For the Jr. Detective

DICK TRACY FLASHLIGHT

Bantam-Lite, Inc., manufacturers of flashlights, have just launched a new and novel toy item . . . the only official Dick Tracy Flashlight. Dick Tracy, famous detective of comics, screen and radio is an old friend to close to a hundred million people in these United States . . . and No. 1 hero to millions of youngsters

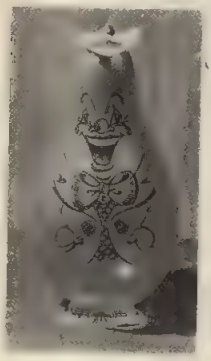
The Dick Tracy "secret-switch" flashlight (a flip of the finger . . . and it flashes) fits into the palm of the hand, throws a spotlight beam that gives the youthful imagination a spur to deeds of daring-do, a la America's top "crime doesn't pay" man-hunter. It's a toy with universal appeal . . . and it's more than that . . . it's a safe and useful, easy-to-pocket flashlight children can carry with them on hikes, to summer camp . . . and use right at home all year round, encouraging safety-first habits at night.

The Dick Tracy Flashlight has a bright red translucent top which glows excitingly when the flashlight is on. The flash itself throws a "super-powered" beam that "hits the spot" with Junior. The metal case is a deep blue . . . and on it, in shining silver is Dick Tracy's famous face, and an impressive Dick Tracy shield. Each one is individually boxed in a colorful "Dick Tracy" box. It's a toy department "natural" and complete with two penlite batteries and magnifying lens bulb, it's featured at the low price of only 79c.

BALLOONS BY BAYSHORE

It is the opinion of Bayshore Industries, Inc., Elkton, Maryland, that their announcement in this issue is even more dramatic than the one made about their penny balloons last July. Newcomers in the field, they manufacture a complete line of fine quality balloons of all shapes and sizes ranging from the penny balloon to the giant airship. Their decorated balloons are beautifully printed with clever and original "Kids Pix" designs. They also make plastic covered bladder type play balls in four sizes for indoor and outdoor fun. The Tubby Toss-Up, which is illustrated here, is one of their first balloons of this kind. It retails at 5c. Included with the balloon figure is a paper hat and heavy feet all packaged in a diaphane envelope.

Steri-Clean balloons are made in two sizes, individually packed and especially treated to make them sanitary in every way. Party package balloons offer a modern method of selling a fine assortment at higher unit sales level with full intrinsic value. They produce a package of fire cracker balloons which are noisy but safe. "Jolly Jingle Joys" are favorites of the manufacturer. They believe these are truly unique in many respects and point out the excellence of design, decoration and construction of these toys which give them the appearance of being original hand-made models. A musical bell has been permanently sealed in the toy with a special closure for which a patent application has been made. Bayshore states that from their early sales



Toss-Up Balloon

records these toys will continue to outsell their production facilities. They add, however, that orders placed now will go a long way to assure early delivery. The management of this progressive company, although ambitious and creative, has adopted sales policies which have proven successful to the most experienced concerns. They place special emphasis upon their sales and distribution policy which is arranged to advance and protect the interests of their customers.

JACK SHAPIRO ADDS NEW LINES

The many friends of Jack Shapiro, well known Sales Representative, 208 North Wells Street, Chicago, Illinois, will find him on deck in Rooms 1161-63-65, Hotel McAlpin, during the Toy Fair. Long known for his ability in discovering unusual new toys and bringing them to the attention of buyers, Jack will display his regular line plus four brand new lines he has just discovered. These include the new blackboards manufactured by Barricks Manufacturing Company, "Tricky Ball," an unusual game that combines skill and chance, made by Sedghill Industries, a Child's Globe and Atlas, made by Replogle Globes, Inc. and a Life-Like Hay-Rack Wagon and Dump Cart in cast-metal, made by the Stanley Toy Company.

BRESEE TO STAGE CIRCUS PROMOTION

Bresee's Oneonta Department Store, Inc., Oneonta, N. Y., is planning a circus promotion for July 6th and will be glad to receive any descriptive circulars from manufacturers which could be used in connection with their circus.

REMOTROL MAGNETIC HOCKEY GAME INTRODUCED

Remotrol Company, 34 West 37th Street, New York 18, has just brought out a unique innovation in games known as the Magnetic Hockey Game, which is said by the manufacturer to simulate the play of a real hockey game. The players follow the puck as in real hockey and goals are scored when the puck is shot into opposing goal cages. Two or more players can play at one time and each player directs his team by magnetic action from under the elevated board. When the game is played by four players, one from each side control the "goalie," while the other two direct the rest of the men on the field of play.

The playing field is 12" x 22" and is made of durable pressboard with a high gloss playing surface on which the hockey men speed as though on real ice.

Magnetic Hockey Game Introduced by Remotrol Company of New York

NEW STROMBECKER HO-GAUGE SOLID MODEL RAILROAD KITS

A new line of locomotive and train models, HO-gauge, has been announced by Strombeck-Becker Mfg. Co., Moline, Ill., maker of famous StromBecKer solid model assembly kits

The line includes the Mikado 2-8-2 locomotive and tender used by many railroads to draw heavy freight trains; two box cars, two refrigerator cars, a tank car and a caboose.

Realistically scaled at 3½ mm. to 1 foot to fit standard HO-gauge model layouts these trains can be operated like regular HO equipment with the addition of scale couplers and metal trucks. To add to their realism, a set of panels of typical railroad markings used on the cars is included with each kit.

Advertised retail prices: locomotive and tender (11" long), $1.00; caboose, 40c; tank car, 40c; box cars and refrigerator cars, 35c each.

All StromBecKer models are simple enough for beginners to assemble, yet older fans like them for their authenticity of detail. Their ready-shaped, precision-machined parts make for quick assembly, and all the equipment necessary to complete the model is in each kit, including sandpaper, glue and illustrated step-by-step instructions. Only solid Western pine, not balsa, is used for the wood parts.

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Window Display Contest

X-acto Crescent Products Co., Inc. manufacturers of X-acto knives and tools, recently announced the first quarterly X-acto Window Display Contest for dealers' windows during the months of April and May.

The contest was introduced in a smash three-color (25½" x 11") broadside, offering cash prizes from $50 to $10 for the best entries. The broadside included sample windows combining merchandise, the well known X-acto black, yellow and red box, as well as new cardboard blocks of different sizes, shapes and colors. The broadside also featured the vital importance of smart attention-compelling window displays for bigger sales and profits.

The dealer was invited to mail any type of photo, including a simple snapshot, of his X-acto window during the months of the contest. The envelope has to be postmarked not later than midnight, May 31, 1948. Although several display deals are outlined in the broadside, it is not necessary for any dealer to purchase any merchandise or display deal in order to enter the contest.

This contest is the first of a number of energetic promotions planned by X-acto to enlist the cooperation of the dealer

Colored YMCA Opened

A grand display of models, model materials and hobbycrafts was exhibited by the X-L Model Shop of Cincinnati, Ohio, during the dedication week in February of the new Walnut Hill branch YMCA (colored). Some 5,000 people, both colored and white, attended and offered their congratulations. Many notable public and civic officials were among those who took part in the ceremonies.

City Councilman, Jessie Lockert (colored) was master of ceremonies for the closing exercises on Friday evening, March 5. The discussions seemed to center around models and hobbies. A very interesting talk on the benefits and need of hobbies was presented, with demonstrations, by Carl Doll of the X-L Model Shop.

DOOLING BRINGS OUT NEW ARROW RACE CAR

THE brand new "Arrow" Prototype Race Car is the latest addition to the growing family of cars produced by Dooling Brothers, 5452 W. Adams Blvd., Los Angeles 16, California. Designed to operate with the Dooling "61" racing engine, the car is delivered complete with fuel tank, coil mount, battery container, ignition switch and all other necessary parts, but less engine, coil, condenser and batteries.

The Arrow is now well past the experimental stage and already has proven its merits in speed runs. Eight of the new cars took the first eight places in their introduction races at Fresno, California, February 1948 The winner established a new world's record of 123.78 miles per hour. Since then, another of these cars has re-broken the record with a speed of 123 98 MPH.

General descriptive specifications are as follows:

Wheelbase—10½ inches.
Tread 6⅛ inches.
Overall length 15⅞ inches.
Overall height—5⅝ inches.
Front Tire—3¼ inches diameter, solid.
Drive Tire—3½ inches cored, with locking ring.

Rear Axle—Has tapers to fit wheels which eliminates wheel slippage.

Bottom pan—One piece aluminum casting machined to take all appurtenances. Rear axle bearings mount directly in this unit, thereby eliminating extraneous parts.

Top—Plastic, fibre glass impregnated. Top is furnished unpainted.

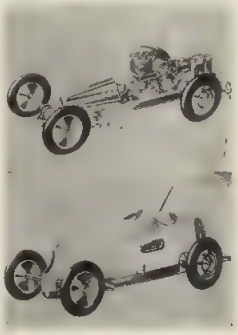
Fuel Tank—The engine is located far back in the car thereby providing room for an "L" shaped fuel tank, 4⅜ inches long.

Bridle—Lugs are cast directly onto the bottom pan of the car and the bridle attached to the end through adapters. The cast lugs are long enough to take rail track adapters if the owner desires. Special driving tires for rail tracks will be 3 inches in diameter.

Bearings—The rear axle and front wheels are mounted on precision ground ball bearings.

Front Axle—The front axle is made from duraluminum tubing, joined at the center in neoprene cushion mounts

Engine Support Bracket—The front end of the engine is supported to the pan of the car with a bracket which takes the gear thrust away from the engine frame and holds the gears in proper alignment



TOY NEWS AND NEW TOYS

ANIMATED CLOWN DOLL BY JURO NOVELTY

A new novelty doll which made its appearance only a short while ago but is already giving indication of becoming a best seller, is the Animated Clown manufactured by Juro Novelty Co. A big eighteen inch toy of novel design, gay colors and a profusion of bells plus a patented feature which gives movement to the arms and legs, adds up to an impressive total which makes this doll fascinating to little girls.

"In designing our Animated Clown," explained George Jupiter who has recently joined the company, "we laid stress on the psychological soundness of the doll and on producing a quality item at a popular price. The quickest and most effective way to the interest point of the child," Mr. Jupiter continued, "is through sound, action and color—our Animated Clown has all of that. The fact that so many orders of such substantial quantities have already been placed with us, proves conclusively that Juro Novelty again has a hot seller that is quality merchandise at the right price." Mr. Jupiter is well qualified to speak authoritatively on both points holding a B.S. degree in Education (New York University) and coming to Juro Novelty Company with many years of publicity and promotion experience.

The gaily checked material used is red and blue with different colored ruffles. The many bells jingle happily when the patented attachment gives animation to the arms and legs. An extensive advertising and promotion campaign has been carefully planned and includes radio time on forty-eight stations throughout the country.

These animated clown dolls by Juro Novelty Company are trimmed with a profusion of bells

TESTIMONIAL DINNER FOR SAMUEL LIPPOW

On the evening of Tuesday, March 16th, at the Central Plaza, 2nd Avenue and 7th Street, New York City, a testimonial dinner is being tendered to Samuel Lippow of S. Blechman & Sons, Inc., by a group of over 200 friends in the Notion, Belt, Suspender, Baby Accessories and Toy Industries.

This occasion is to honor Mr. Lippow after 35 years service as a progressive buyer for S. Blechman & Sons, Inc.

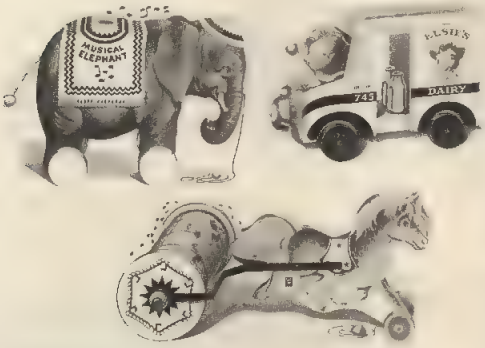
In addition to his business activities, Mr Lippow is an active member and trustee of Gotham Lodge No. 1569, B'nai B'rith and a member of Chancellor Kant Lodge No. 870 Masonic order of Free Masons and is an active worker in many other charitable and welfare organizations

HARMONICA PLAYED WITH FINGERS

Jolie Musical Instrument Corp. of 146 John Street, New York, manufacturers of Harmonichord, the harmonica that is played with the fingers instead of the tongue, will show this musical item during the Toy Fair in Room 717 at the Hotel McAlpin, as well as by Harry Heath in Room 356, 200 Fifth Avenue, New York This interesting instrument contains 16 brass reeds, has a colorful plastic body and is hand-tuned. Notes are played by blowing or drawing through the mouthpiece and releasing the finger over the note played. The Harmonichord plays two full scales in the key of C. This item is attractively boxed and retails at $1.29

NEW FISHER-PRICE TOYS

Shown here are three brand new numbers indicative of the realism and play value offered in Fisher-Price toys for 1948. At the upper left is Musical Elephant who rolls along swinging his head and coil spring tail from side to side. His big floppy ears of suede lined rubber fabric move with his head. Concealed piano wires give forth a merry tune as he is pulled along. At upper right is Elsie's Milk Truck with highly-publicized little Beau-Regard, the active driver. As he is pulled along, Beau's arms move up and down, banging away on the large nickel bell with his wooden hammers. The sides of the truck are 4-color lithographs laminated to solid wood, with Beau in the same brilliant colors. The lower illustration is 'Pony Chime. The drum, lithographed in 5 colors, portrays the theme of a moving merry-go round. As the toy is pulled along, three brilliantly-colored horses give the rotating, galloping movement of merry-go-round steeds. Patented action inside drum gives forth a tuneful chime For catalog showing the full new line, write Fisher-Price Toys, Inc., East Aurora, Erie County, N. Y.



These three new musical toys have been added to the famous Fisher-Price musical toy family. Write for catalog showing full, new line

J. Swedlin

A. Swedlin

L. J. Swedlin

Sammy Kay

Ernie Kahn

GUND PRESENTS WALT DISNEY STUFFED CHARACTERS WITH SHOWMANSHIP

The Gund Manufacturing Company—producers of stuffed toys—will present at the New York Toy Fair the two latest Disney personalities, Bongo and Lulubelle, who made their debut in the latest Disney smash-hit, "Fun and Fancy Free." Bongo and Lulubelle have jumped right on to the band wagon of stardom.

Gund, in creating and designing this new line, worked directly from master art taken from the Disney workshop. In discussing this addition to the Gund line, J. Swedlin, president of Gund, said, "Our own designing division was instructed to bear in mind that in recreating these Disney characters, the traditional Gund quality must always be uppermost in their efforts but above all to keep them within prices all families can afford. Disney characters belong to all children everywhere.

Since January 1st, when it became publicly known that Gund was licensed by Kay Kamen, Ltd., to manufacture the Disney character in the stuffed toy division, inquiries have poured in in tremendous volume. It is interesting to note that most of the inquiries strongly urged that the line be made available for this coming Easter season. This, however, was not possible according to Mr. Swedlin because "to do this would mean to rush this project and ultimately deliver a finished product not in accordance with Gund standards and we have therefore decided to launch this line at the Toy Fair."

Gund, who has reason to celebrate the addition of the Disney line, also celebrates their own Golden Anniversary this year as well. Mr. A. Swedlin, executive head of the firm, stated: "Our fiftieth year should be one in which our many friends will find the Gund line better than ever. The tradition of the Disney line, by the way, will be tied in with the new Disney productions, to enable retailers to use the maximum promotional effect of this line.

"We—of Gund—feel that a child and its parent see more than just a stuffed toy in our Disney line. They see the hero of a story, like Mickey or Donald or Bongo . . . they see an illusion that comes from the magnificent Disney productions. And you cannot fool children. It is one market that appreciates a good toy, a playable toy. We've tried to kep in mind that we must ultimately—at the point of sale—depend upon the searching examination and approval of some little girl or boy. That child represents our market."

John Swedlin, Sales Manager for Gund, expressed his satisfaction with the results produced by the Designing division. He added: "Gund's new line has everything to merit the interest of the buyer. Our entire sales division extend their most cordial invitation to its many friends to view the new Disney line as well as our latest additions to the 'Famous Family of Gund.' As always, we will be in our permanent showroom in the 5th Avenue Building, Room 232, during the fair. In attendance will be Sam Kay, Jack Cloud, Ernie Kahn, Leo A. Scherrer, Norman Katz and Arthur Keller."

Leo Scherrer

John M. Cloud

Norman Katz

Arthur Keller

J. Swedlin

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Leo Scherrer

John M. Cloud

Norman Katz

Arthur Keller

NEW TOYS ON PARADE

Bozo, the Clown

The story of Bozo the Clown is the amazing tale of how a voice and an idea grew into a successful business enterprise which has doubled and tripled itself in an incredibly short time. Starting with a character in a sensationally popular Capitol record album, Revella De Marr of Revelco, Inc., created the clown doll with high hopes, but no idea, of how fast he would catch on.

From reports of dealers everywhere, it is estimated that today Bozo the Clown sells faster than any other comparable item in stock. Wherever Bozo has been placed on display, either in conjunction with the albums or alone, he's walked out the door in no time at all. Customers see him, fall for his special charm, and take him home. His appeal is not limited to any age group, and he seems equally popular with boys and girls. To an ever-increasing extent, grown-ups are buying Bozo for other adults. His roguishness seems to make him the ideal stooge. Flopping limbs, expressive eyes, and an amiable smile make him a real personality.

The Bozo tag is now a nationally-known trademark. The colorful circus parade box is a catchy item in itself. With his wild red yarn hair, and boldly dressed in polka dots, stripes, or checks, Bozo sells himself at $3.95. REVELCO, INC., 1204 South Grand Avenue, Los Angeles 15, is the manufacturer. Representatives handling sales are: Al Bissel, 335 West Madison St., Chicago; Gordon W. Wolkenberg, 200 Fifth Avenue, New York; Jalof & Lewis Sales, 1110 Wilshire Boulevard, Los Angeles.

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Kar King's Mate, the Maserati Racer

THE GLEN DIMENSION CO., INC., 2631 South 31st St., Milwaukee 7, Wisconsin, whose Kar King made a name for itself, now follows up with a scale model windup of the Maserati racer, shown here driven at the Indianapolis race course by Ted Horn, who was national champion race driver in 1947.

The scale model racer is fully detailed down to the last exhaust pipe and a painted aluminum radiator grill, windshield and two mirrors, and a steering wheel that turns. The heavy-duty motor has free wheeling. Size of the scale model is 10¼" in length, 4¼" in width, and 3 1/16" in height. The molded tenite car comes in three colors: red, blue, and white. Packed in assorted colors, the racers' cartons also serve as garages.

Manufacturer's representatives include: Sam C. Schmitt, Room 1412, The Merchandise Mart, Chicago 54, Ill.; J. W. Fuller, 1127 Liberty Bank Bldg., Dallas, Tex.; Karl F. Landgraf, 200 Fifth Ave., Room 415, New York 10, N. Y.; J. J. Frankl, 54 Drake Court, Omaha, Nebr.; McClellan & Sidebottom, Western Merchandise Mart, 1355 Market St., San Francisco 3, Calif.; and the Atlanta Toy Mart, 1022 Juniper St., N. E., Atlanta, Ga.

Rubber Playballs for Baby

One of the more important toys for tiny tots' entertainment, in the opinion of some child psychologists, is an attractively designed, brightly colored rubber ball. It should have colors that catch the eye and color-patterns that will hold, rather than distract, the attention of the child.

Following the recommendations of experts in child care, the PENNSYLVANIA RUBBER COMPANY, Jeannette, Pa., has introduced a new line of rubber playballs that safeguard the child and at the same time provide the features that will keep baby occupied. The only danger, say the producers, is from baby's making a bull's-eye on the new table lamp and this will never be avoided.

Here, little Eddie Flanagan, age two, tries to put the ball in his mouth —illustrating another point to consider in buying toys for tiny tots. The toy must be large enough that baby cannot succeed and cannot swallow it. The toy must be light enough to handle easily and soft enough that baby will not be injured should he fall on it. Colors must be fast so that the child cannot chew off the coloring matter.

Thoughtful mothers agree with the child psychologists.

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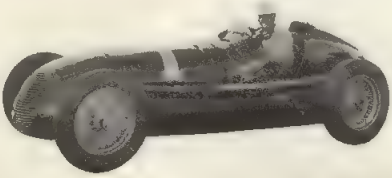

New Huffman Bicycles

WITH the release in January of a full color catalog to jobbers, wholesalers and dealers all over the nation, the Huffman Manufacturing Company, Dayton, Ohio, announced the introduction of a complete new line of bicycles.

Preliminary steps toward the introduction of this first complete post-war line, which include 12 new adult and juvenile models, were taken by Horace M. Huffman, Jr., president of the company, as the last war contracts were being completed. Since V-J Day, nearly $100,000 has been spent in making dies, retooling and preparing for production. To the best of Huffman's knowledge, this is the first time any bicycle manufacturer has introduced a complete, integrated, stylized line at one time.

Knut Wennestrom, noted automotive and industrial designer, is responsible for the sleek, flowing lines. Huffman engineers, chemists and research experts, and leading independent testing laboratories, have cooperated in research and development. Road and laboratory tests have proven superiority over all previous models.

Four adult styles now being produced by Huffman include the Champion, Deluxe Special, Special and Challenger. These are all available in the 26-inch size. In addition, two juvenile styles are available in 24-inch and 20-inch sizes.

During November and December, hand-made models of the new line were displayed at the Huffman factory. Factory sales representatives, Huffman salesmen, and jobbers who had scheduled visits to Dayton during these months, previewed the new line. They accorded it an enthusiastic reception.

Particular emphasis was placed upon the retention of Huffman's rear wheel adjustment feature, which permits the instantaneous replacement of threads holding the rear wheel assembly in place No tapping, or oversize bolts are now required. Service and sales men are pleased with this feature which is individual to the Huffman line.

Outstanding in the new-decoration features is the automotive-type chrome trim, which is bonded flush to the surface of the bicycle. This is plated .015 zinc, chromed by a process especially resistant to rust and corrosion.

Focal point of the Wennestrom redesigning plan was the horn-tank, a multicontourk, two-piece drawn metal, streamlined shape. It is said to be one of the most elaborate pieces of die work ever introduced into a bicycle manufacturing plant.

Surrounding this central unit, the new Huffman models have been adorned with longer, deeper, wider crescent balloon guards, completely restyled to give adequate protection and imply speed and rakishness of line. Newly-designed curved fender braces add strength and style to the appearance of the new line.

Two-toned finishes are the primary identifying characteristics of the Huffman bicycles. Colors have been blended to further enhance the modern lines of the new frames and accessories, and to provide a stunning effect when the complete line is displayed in the show room or on the sales floor.

Copies of catalog describing the new line in detail are available from the Huffman Manufacturing Company, 117 Gilbert St., Dayton 1, Ohio.

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DEMAND FOR HOTEL ROOMS EASES

Further Drop Is Forecast; Requests for Accommodations Now Nearly Normal

The Chicago hotel situation is pretty much back to normal after years of having to turn away guests, Lewis B. Ermeling, executive vice president of the Greater Chicago Hotel Association, said recently. He said that visitors to the city the last week in January had a choice of about 800 empty rooms in the "loop."

Waiting lines in lobbies are a thing of the past, he said. He predicted that 1948 would show a decrease in Chicago hotel business, compared with last year, which in turn was below 1946. He attributed the decline to the fact that fewer people are traveling, a situation noted in many winter vacation spots.

INC CO. This manufacturer displayed model race cars and equipment of this type.

MEGOW CORP. presented continual operation of a scale model railroad. It also demonstrated atomic jet racer cars, and displayed airplane and boat kits and accessories

IDEAL AIRPLANE & SUPPLY CO. displayed master models of ships to tie in with boat and railroad kits on sale in hobby shops.

CRAIG PRODUCTS. Model Weld- all-purpose hobby cement was demonstrated.

INNOVATION CO. displayed kits and built-up models of 18th Century Navy cannon and demonstrated metal embossing kit.

AMERICAN HANDICRAFTS CO. featured leather work, metal work, (ash tray forming, bracelets), glass etching, and other general handicrafts not otherwise represented in show.

X-ACTO demonstrated the use of hobbycraft tools, (knives, saws, planes), and linoleum carving kit, wood carving kit, and stencil cutting.

HATCO ENTERPRISES demonstrated the making of shell jewelry.

C. V. H. LABORATORIES demonstrated plastic relief painting on all types of media (cloth, paper, glass, etc.).

UNITED SALES SERVICE demonstrated the use of Airchild Flexible Shaft tool for internal carving of plexiglass.

SANFORD INK CO. demonstrated the use of spatter craft kit on various media. This is a spray gun stencil technique used for decorating purposes

AMERICAN ART CLAY demonstrated school line of clay, finger paints, and textile paints.

FLEXICRAFT INDUSTRIALS demonstrated the plastic workshop, including use of liquid plastic and wire to produce plastic flowers, butterflies, and decorative items.

A. C. GILBERT CO. operated an HO-gauge railroad layout.

LIONEL CORP. displayed Calvacade of Trains (an interesting exhibit of old-time electric trains).

MANTUA METAL PRODUCTS operated an intricate HO-gauge railroad layout and also displayed extensive line of railroad kits.

NEW YORK SOCIETY OF MODEL ENGINEERS operated an HO-gauge model railroad layout. (This was a non-commercial exhibit.)

Display of O-gauge, HO-gauge, and OO-gauge railroad models supplied by various clubs.

B & O RAILROAD operated the nation's largest model railroad exhibit (50 ft. long x 20 ft. wide).

TOWN-LINE POTTERS demonstrated pottery work.

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MacMillan with Megow Corporation

William L. MacMillan, Jr., formerly with the X-acto Crescent Products Co., is now in charge of sales for the Megow Corporation, Philadelphia, Pa., replacing Thomas L. Skinner, who has accepted another position.

New Testor Kits

Two new model airplane kits, one free flight and one U-control, are now being introduced by Testor Chemical Co., Rockford, Illinois, manufacturers of a complete line of quality modeling supplies.

The free flight model, designated as FG-1 is the result of two years of intensive research and engineering development. During the past year, the FG-1 has been flown in many national contests and has proved itself a consistent prize-winner. Its wide range of usability makes it an especially fine model for both novice and experienced enthusiasts. The FG-1 can be flown with Class A engines, or can be converted to Class B by installation of a Class B engine. In both instances, the FG-1 is an outstanding performer in free-flight competition. The FG-1 is made of a unique T-beam construction, and parts do not have to be laid on plans during building. Adjustments are easy to make, and parts hold their positions firmly once they are set in place. This kit has the highest-quality balsa obtainable, and is complete with wheels, landing gear bent to shape with tabs attached, motor mounts, and all necessary small metal fittings.

Kit contains a 36-page booklet with legible, easy to-follow plans, and clearly understandable illustrations. Overall length is 32", wing span is 50", projected wing area is 353 square inches.

Control-Line Model

The PC-1 (Precision Control-Line Model) is a novel U-control plane that has also undergone painstaking development and flight test research at the Testor plant. Many

sound engineering features have been employed to give this model the rigidity and stability necessary for stunt flying. The PC-1, like the FG-1, was contest-proved before production-line construction of kits began.

Building the PC-1 is relatively simple for the experienced model pilot, because the detailed set of plans are easy to read and grasp. This airplane is designed for Class B flight and will take engines of .23 to .36 cubic inches displacement. All parts are best-grade materials, and wheels, landing gear, and necessary fittings are included in the kit. Wing Span is 36", and the overall length is 30". The PC-1 is licensed under Jim Walker U-Control, U. S. Patent No. 2,292,416.

Testor's model FG-1 retails for $7.50, the PC 1 sells at $4.00

"O. K." ANNOUNCES NEW HOT-HEAD ENGINE

Especially Designed for Glow Plug Operation

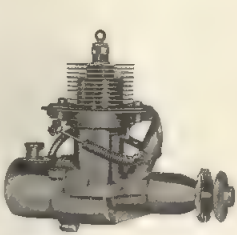
Herkimer Tool and Model Works, Inc., Herkimer, N. Y., has announced the new "O.K." Hot-Head, a class B miniature engine especially designed for Glow Plug operation. It was emphasized by the manufacturer that the new engine is not a conversion model but a completely new design engineered to take the stresses peculiar to Glow Plug operation.

Pre-ignition firing subjects the crankshaft and bearing surfaces to unusual stresses, it was stated. To counteract them, the "O.K." Hot Head features an extra heavy crankshaft, .406" in diameter, and a bronze main bearing, 1½" long. This results in a balanced engine that gives long life and high efficiency.

A warning was voiced by the manufacturer that it was hazardous to attempt to convert a conventional ignition type engine to Glow Plug as a normal engine is not built strong enough nor will it perform satisfactorily.

Operation Is Simple

Operation of the "O.K." Hot-Head was



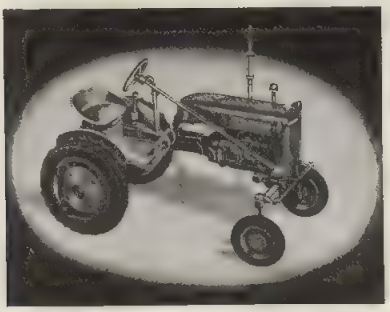
said to be extremely simple. It is only necessary to connect a 1½ volt battery to the Glow Plug until the engine starts. The battery is then disconnected immediately and the engine will continue to run on pre-ignition firing

A special fuel is needed and full information is included in the instruction sheet packed with every engine

The "O.K." Hot-Head retails for $12.50, less Glow Plug. The Glow Plug itself is available at hobby shops for 85c.

Specifications of the new engine are: Displacement—.299, B class. Bore—.760. Stroke—.660. R.P.M.—to 11,000. Weight with fuel tank—7 ounces.

NEW TOYS ON PARADE



New Farmall Tractor

An exact miniature plastic replica of the Farmall Cub Tractor, popular model in the International Harvester line, is now being offered in an easily assembled, educational toy set by REUHL PRODUCTS, INC. of Madison, Wisconsin.

Complete and accurate, even to gears and molded rubber tires, the little pint-size tractor has a world of appeal for youngsters, with the added interest created for boys of all ages as well as adults who like to assemble finished models from component parts.

Scaled down to 1/16 size, the Reuhl model is 8¼ inches long and 4¾ inches high. It is packaged knocked-down in 21 separate pieces, and may easily be assembled in 10 minutes by following simple directions on the container. The tractor may be put together and knocked down at will, over and over again—a feature which adds to its educational and entertainment value.

The model's interlocking parts are made of Tennessee Eastman's Tenite No. 20, a butyrate plastic. This is a medium hard, durable substance, pliable enough to take the normal beating children give to toys. Construction features include reel knee-action front wheels, movable power take off and reversible drawbar. All parts are interlocked; no glue is needed; and the assembly is firmly anchored by three clips. Tires are of molded rubber, with realistic cleat treads.

The Farmall Cub Tractor is a new addition to the line offered by Reuhl Products, Inc., which also includes Bakelite hydroplane model racing boats, model race cars and model fittings. Plans are being completed for national marketing of the new model through retail toy and hobby channels at a price of wide popular appeal.

•

"Play Ball!"

Warm weather months mean that baseball is in the air! This is resulting in a big demand for the juvenile baseball bat produced by SUPERIOR WOODCRAFTERS, 319 Foster Ave., Brooklyn 30, N. Y.

The bat is specially designed for the young ball player, is 24" long, and is smoothly finished. It retails at only 49 cents.

Regulation table tennis sets in six different assortments, at popular prices, are also available for immediate delivery.

House and Furniture From Kits

With kits containing precut parts, model makers can build a miniature replica of a Cape Cod house, complete with Early American style furniture. These kits are made by FAMILYCRAFT, Oconomowoc, Wis.

Walls and roof of the four-room house are nailed together. With the inside partitions removed, the entire interior can be seen through the picture window and, with the garage attached, the house can be used as two birdhouses. Complete furniture for the living room, dining room, kitchen and bedroom is available in separate kits. The parts are glued together and stained or covered with fabric scraps. The scale of the models is ½-inch to one foot.

•

Swimming Vest for Kiddies

A newly-designed swimming vest for children has been introduced by THE AMERICAN PAD & TEXTILE CO., Greenfield, Ohio. Designated as Model 18 Stay-A-Float, the new product is designed specifically for children aged 2 to 5 years, and for that reason differs in several respects from the Model 18 Stay-A-Float, which was the original child's swim vest. The Model 18 is filled with new Java kapok, distributed in such a manner that the wearer is automatically placed in swimming position by the buoyancy of the vest.

In addition, the new model features kapok-filled shoulder straps as contrasted to the usual web straps. A patented feature is the crotch straps which prevent slipping of the

vest in the water. Cloth covering is so quilted that the filling cannot bunch or become lumpy.

The Model 19 Stay-A-Float is manufactured in one size, to fit children from 2 to 5 years of age. Blue and maize background colors are available, printed in red with an attractive 'Old Swimmin' Hole" design which appeals to children as well as parents.

•

"Cone-it", a New, Fascinating Game

PARAMOUNT MFG. CO., Leominster, Mass., is introducing a new patented game (other patents pending) called "Cone-it", which provides fun and enjoyment for all and tests the skill of young and old alike. This new lively game has created a mild sensation wherever it has been shown. Buyers and dealers who have seen it assert it will have a phenomenal success.

The toy, made of durable plastic in several colors, consists of a cone-shaped cup mounted on a handle, with a small rubber ball attached to center of the cone by means of an elastic. The object of the game is to catch or "Cone" the ball as many times as possible without missing. Children will discover many different ways of accomplishing this feat. Keeping score adds to the enjoyment of the game. Considerable skill is required for a high score.

The company's New York and Chicago representatives are now showing this sensational game.

TOY NEWS AND NEW TOYS

Apache Air Pistol

NEW AIR PISTOL

With the success of the Apache Air Rifle behind them, National Cart Corporation, well-known Pasadena, California, manufacturers, began work on a new air pistol some six months ago with the result that today, with mass production lines humming, this new product of this up-and-coming company in the West is now a reality: off the drafting boards and into production in a little under half year! Using the same precision ball ammunition in the big .250 Cal. size, the new Apache Air Pistol parallels its big brother, the Apache Dual-Caliber Air Rifle is shooting ability although not in range, of course. Test firing from a fixed position, the new Apache Air Pistol makes a very neat pattern on the 50-foot target, penetrates ¾" pine easily—and the big .250 Cal. pure lead ball shot lends itself to really "knocking them down" with uncanny accuracy. A great deal of this accuracy comes from the precision rifling employed, the beautiful balance of the gun itself, its easy "squeeze" trigger and the amount of air under pressure in its firing chamber.

Made entirely of brass and aluminum, the new Apache Air Pistol is completely rust-proof, a big factor in hand guns as well as rifles. Both the firing barrel and the air pump barrel are pure brass, with the stock of aluminum inset in tooled walnut. Of extreme interest to the sporting goods trade is the fact that this new pistol carries a six-shot, automatic loading device. This allows loading but once for six shots, each fed into the firing chamber singly by an inset plunger that is worked quickly by a loading pin in the breech housing. The .250 Cal. bullets in the loading chamber are kept under loading tension by means of a spring and all that is required to load is to pull back the plunger, the ball shot then rolling into position for seating in the rifling. Other important features of the new Apache Air Pistol are: Precision rifling, adjustable sights (for windage and elevation or for use in "sighting in"); all brass valve parts, duo-tone finish, easy pump action, air reservoir storage, automatic safety device (the pistol may be pumped only on safety although it may be carried loaded); lifetime service guarantee. The "lifetime service guarantee" parallels the guarantee which has worked out so successfully on the Apache Air Rifle and consists of a warranty in writing with each pistol which covers it completely. All materials and workmanship are unconditionally guaranteed; operation and use of the pistol are covered by a "return privilege" whereby any pistol which gets out of order will be repaired and reconditioned for $1.50 if returned to the factory. Attractively packaged in a simulated walnut display box, the Apache Air Pistol is 11½" in length and weighs but 20 ounces. Made by the National Cart Corporation, 330 South Fair Oaks Avenue, Pasadena 2, California, an affiliate of Burhans & Associates.

JUVENILE STORES TO HOLD MEETING

Announcement is made by Juvenile Stores, Inc., that a meeting will be held at the Hotel Pennsylvania in New York on March 12th. Juvenile Stores, Inc., was formed by a group of stores from coast to coast specializing in children's furniture and toys. The purpose of the organization is to exchange merchandising ideas and other information. Those who are interested should write to I. M. Weitraub of the Darling Baby Carriage Company, 370 Gerard Avenue, New York City

Scale Model by Doepke

THE "MODEL" ROAD GRADER

The Charles Wm. Doepke Mfg. Co., of Rossmoyne, Ohio, has announced its 1948 addition to the Model Toys line . . . the Model Road Grader. As the name "Model Toys" implies, the toys are skillfully patterned after giant construction equipment; and the Doepke Company spares no time or expense in making their toys faithful replicas of the great trucks, concrete mixers, bucket loaders and road graders that are helping to build postwar America. Model Toys even carry trade mark decalcomanias of their prototypes in addition to the model insignia. The new Doepke toy carries on the tradition of "realism in miniature." It's a faithful copy of the Adams Diesel Motor Grader—even down to the front wheels, the jointed front axle, and the tandem rear wheels. The scraper blade turns in a 90° arc, and adjusts both vertically and diagonally. Even the color is the same—Adams brilliant orange! Actually, the only big difference between the original and the copy is the size. One weighs over ten tons; the other, just 10 lbs. 2 oz. Another new Doepke development is a special packaging deal, including the three other Doepke numbers. One Earth Hauler, two Bucket Loaders, and two Concrete Mixers are packed with a special counter card, making a complete window display. The Charles Wm. Doepke Mfg. Co. is a member of the Toy Guidance Council, and the American Toy Manufacturers Association and holds the Seal of Commendation issued by Parents Magazine

HERBERT GEORGE'S NEW TOOT-MON

Among the various new items which the Herbert George Company, Chicago, will display at the Toy Show is their latest creation, the Toot-Mon Scottish Bagpipe. Officials of the company state it is their belief that the Toot-Mon is one of the most unique, universally appealing and saleable items they have ever produced in their long history as manufacturers of precision-built toys and optical specialties. Victor Israel, speaking for his company, predicted that this new item would sweep the country, particularly since it is purposely priced to appeal to the mass market, retailing for 49c.

The new Toot-Mon is modeled to look and sound like a genuine Scotch bagpipe. It has a brilliantly colored balloon bag of Lee-tex gum rubber and a highly lustrous two-toned plastic pipe upon which any tune may be played. In principle, too, the Toot-Mon is constructed after its Scottish model. An automatic valve built into the pipe controls the release of air from the inflated balloon so that it flows out through stops in the pipe and produces the skirling notes typical of the Scotch bagpipe. The Toot-Mon will be sold on individual display cards, complete with instructions and a tune book.

Another new item being shown for the first time by the Herbert George Company is their 4 Power De Luxe Herco Binocular, which will retail for $5.95 complete with an ever-ready carrying case of simulated leather. Mr. Israel says that no effort has been spared to make this binocular an extraordinary value. It embodies many features found in the most expensive binoculars—having optically ground and pitch polished lenses, extra wide field of vision, center break for inter-pupillary adjustment, quality aluminum fittings, etc.

The company announces that due to record-breaking sales of their 3-piece Snow White Dresser Set they have stepped up production to the extent that they are now in a position to offer it at a new low price. The set can now be retailed for $2.50. The Snow White Dresser Set, consisting of brush, comb and mirror, is decorated with Walt Disney's appealing Snow White and the Seven Dwarfs figures and is sold in a Disney designed gift box.

Toot-Mon by Herbert George

BLACKBOARDS

BARRICKS

OFFERS A

COMPLETE NEW LINE

OF

PROFIT MAKING

DURA-SLATE

AND

NATURAL SLATE

BLACKBOARD

FOR '48

NEW YORK SHOWROOM

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Jack Shapiro

DURING THE TOY FAIR

ROOM 1163, HOTEL McALPIN

BARRICKS MFG. CO.

6025-35 SO. ASHLAND AVE.

CHICAGO 36, ILL.

CROSS CUT SAWS
ATKINS PERFECTION

No. 4—Perfection Tooth

Silver steel, segment ground, designed for cutting yellow pine, hardwood and resinous, knotty timber, unsurpassed for speed and light running.

Length, ft.	5½	6	6½	7
Width at center, in.	5¾	6	6⅛	6⅝
Width at ends, in.	3¼	3¼	3¼	3¼
Gauge at tooth edge	14	14	14	14
Gauge at back center	19	19	19	19
Weight each, lbs.	5	5¾	6¾	8
Without Handles Each	$.....	.....	.....	.....

Open stock.

No. 5—Extra Wide, Perfection Tooth

Silver steel, uniformly tempered throughout, segment ground for easy clearance, large gullets prevent choking. Particularly adapted for cutting either soft or hard wood. Full width blade, straight back. Four cutting teeth to each raker.

Length, ft.	5½	6
Width at center, in.	6⅜	7
Width at ends, in.	3⅛	3⅛
Gauge at tooth edge	14	14
Gauge at back center	16	16
Weight each, lbs.	5½	6⅓
Without Handles, Each	$.....	.....

Open stock.

No. 553—Perfection Lance Tooth

Silver steel, segment ground. Handsmithed, perfect temper. Four cutting teeth to each raker. Large gullets prevent choking up; will not chatter or bind in the cut.

Length, ft.	5½	6	6½
Width at center, in.	5½	5¾	6⅝
Width at ends, in.	3⅛	3⅛	3⅛
Gauge at tooth edge	14	14	14
Gauge at back center	19	19	19
Weight each, lbs.	5	5¾	6¾
Without Handles, Each	$.....	.....	.....

Open stock.

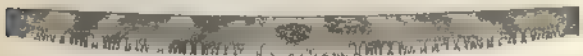
No. 55—Perfected Lance Teeth

Silver steel, segment ground, fitting instructions with each saw. The large polished gullets discharge the kerf rapidly; they will not choke up.

Length, ft.	5½	6
Width at center, in.	6	6¼
Width at ends, in.	3⅛	3⅛
Gauge at tooth edge	14	14
Gauge at back center	20	20
Weight each, lbs.	4¾	5½
Without Handles, Each	$.....	.....

Open stock.

ATKINS VICTOR



No. 224—Perfected Lance Tooth

Electric alloy steel, taper ground, accurately tempered. A popular narrow pattern saw.

Length, ft.	5	5½	6
Width at center, in.	4⅞	4¾	5
Width at ends, in.	3¼	3¼	3¼
Gauge at tooth edge	14	14	14
Gauge at back center	18	18	18
Weight each, lbs.	4	4¾	5½
Without Handles, Each	$.....	.....	.....

Open stock.

CROSS CUT SAWS
ATKINS VICTOR

No. 226—Perfection Lance Tooth

Electric alloy steel, taper ground, accurately tempered.

Length, ft.	5½	6
Width at center, in.	5¾	6
Width at ends, in.	3¼	3¼
Gauge at tooth edge	14	14
Gauge at back center	19	19
Weight each, lbs.	5¼	6
Without Handles, Each	$.....	.....

Open stock.

No. 228—Perforated Lance Tooth

Electric alloy steel, taper ground, accurately tempered. A popular saw.

Length, ft.	5½	6
Width at center, in.	5½	5¾
Width at ends, in.	3⅛	3⅛
Gauge at tooth edge	14	14
Gauge at back center	19	19
Weight each, lbs.	5	6
Without Handles, Each	$.....	.....

Open stock.

ATKINS LONE STAR

No. 223—Diamond Tooth

Special steel, taper ground, accurately tempered, especially adapted for woods of the south.

Length, ft.	5½	6
Width at center, in.	5¾	6
Width at ends, in.	3¼	3¼
Gauge at tooth edge	14	14
Gauge at back center	18	18
Weight each, lbs.	5½	6¼
Without Handles, Each	$.....	.....

Open stock.

ATKINS FORESTER, SKEW BACK

No. 9—Perforated Lance Tooth

Silver steel segment ground, blue ends. Hand smithed, perfect temper; will not chatter or bind in the cut.

Length, ft.	5½	6
Width at center, in.	4¾	5
Width at ends, in.	3¼	3¼
Gauge at tooth edge	14	14
Gauge at back center	16	16
Weight each, lbs.	4½	5¼
Without Handles, Each	$.....	.....

Open stock.

ATKINS FORESTER, NARROW HOLLOW BACK

No. 388—Perforated Lance Tooth; "Pulpwood Special"

Atkins special steel, thin ground back for easy clearance. Filed and set ready for use.

Length, ft.	5½	6
Width at center, in.	3¾	3¾
Width at ends, in.	3⅛	3⅛
Gauge at tooth edge	14	14
Gauge at back center	16	16
Weight each, lbs.	4¼	4¾
Without Handles, Each	$.....	.....

Open stock.

CIRCULAR SAWS

ATKINS SOLID TOOTH

Rip or Cross Cut

Made of genuine silver steel which is the finest and most expensive material that has ever been used in saw blades.

Ground and tempered, filed and set ready for use

Directions for Ordering—State diameter, if right or left hand, gauge at center and rim, number of teeth, size of mandrel hole, center to center of pin holes, kind of timber to be sawed, spring or swage set and whether to be used for ripping or cross cutting.

Diam., in.	Thickness ga	Size of hole, in	Each	Extra for each gauge Heavier	Bevel'g	Approx. net wt., lbs.
6	18	¾	$ 3 30	$ 0.07	$ 0.25	¾
7	18	¾	4 40	10	.35	⅞
8	18	⅞	4.40	10	35	1
10	16	1	5.60	.20	.45	1½
12	15	1	7 00	.30	55	2½
14	14	1 ⅛	8.50	.40	.65	3½
16	14	1⅛	10.50	.50	.75	4½
18	13	1¼	12.50	.60	.90	6
20	13	1⅜	15.00	.75	1.05	7
24	11	1⅜	20.50	1.05	1.35	13
26	11	1¾	24.00	1 25	1.55	16
28	10	1½	28 00	1 50	1.75	21
30	10	1½	32.00	1 75	1.95	24½
32	10	1⅝	36 50	2 00	2.15	27
34	9	1⅝	41.00	2.25	2.35	33
36	9	1⅝	47 00	2.60	2.55	40

All saws under 6 inches in diameter take list of 6-inch saw.

All saws of odd diameters take list of next larger size.

No extra charge for saws one gauge thicker than list. No extra charge for saws one to three gauges thinner than list; when more than three gauges thinner, add 5% for each gauge.

Saws more than two gauges thinner than list above not warranted.

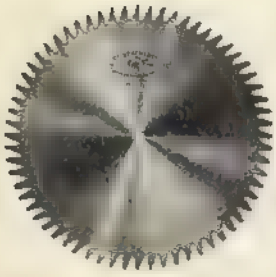
Saws beveled one gauge without extra charge. Saws hollow or concave ground add for each additional gauge hollow or concave ground double the list for beveling.

Saws for cutting Bone, Horn or Ivory, add 50% to the above list. When these saws are hollow or bevel ground, the 50% advance is to apply only on the list of straight gauge saw, and not on extras for hollow or bevel grinding.

Note—If Log Saws are to be driven by gas engines, please state full particulars as to horsepower, speed and feed.

CORDWOOD SAWS

ATKINS



High grade crucible steel, tempered and polished. Filed and set ready for use.

Used for cutting stove or cord wood. They are sharpened and set.

Diam., in.	20	24	26	28	30	32	36
Gauge	13	11	11	10	10	10	9
Hole, in.	1⅜	1⅜	1⅜	1⅜	1⅜	1⅜	1⅜
Wt. each, lbs.	7	13	16	21	24½	27	40
Each	$15.00	20.50	24.00	28.00	32.00	36.50	47.00

WOOD SAWS

ATKINS

Tuttle Tooth

Red finished hardwood frame, double brace, single riveted, clipper rod 22 in. long, round breasted steel blade.

Per dozen

No. B100 — Complete with 30x1¾ in. blade; wt. per dozen 59 lbs. .....$. ..

One-half dozen in a box.

Extra Blades

Per dozen

No. B100B—30 in. long, 1¾ in. wide; wt. per dozen 5 lbs. ..$.....

One dozen in a package.

Plain Tooth

Hardwood frame, red enameled, double brace stretcher, single rivet, breasted blued steel blade filed and set. Clipper rod.

Per dozen

No. 645—30x1¾ in. blade; wt. per dozen 58 lbs. .$.....

One-half dozen in a box.

Extra Blades

Per dozen

No. 45—30 in. long, 1¾ in. wide, 5 points to the inch; wt per dozen 5 lbs. ....$.

One-half dozen in a package.

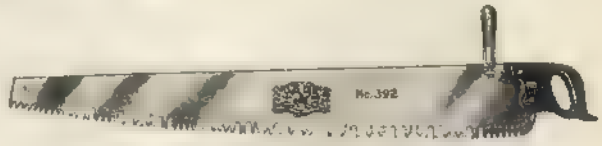
CROSS-CUT SAWS

ATKINS, ONE MAN

No. 390—Tuttle Tooth

Atkins special steel, carefully ground, uniform thickness. Easy grip handle fastened with nickeled screws and medallion, polished supplementary handle.

Length, ft.	3	3½	4	4½
Width at point, in.	2¼	2¼	2¾	2¾
Width at butt, in.	6¾	7	7¼	7½
Gauge at tooth edge	16	16	16	15
Gauge at back	18	18	18	17
Weight each, lbs.	2⅞	3¼	4½	5½
With handles, Each ...$.....		...	.....	.....



No. 392—Victor Tooth

Atkins special steel, carefully ground hardened and tempered. Easy grip handle fastened with nickeled screws and medallion, polished supplementary handle

Length, ft.	3	3½	4	4½
Width at point, in.	2¼	2¼	2¾	2¾
Width at butt, in.	6¾	7	7¼	7½
Gauge at tooth edge	16	16	16	15
Gauge at back	18	18	18	17
Weight each, lbs.	2⅞	3¼	4½	5½
With handles, Each ...$		.....	.....	.....

All above, open stock.

For the *FIRST TIME*—ANYWHERE!

Something ENTIRELY NEW in Kaleidoscopes!

Revolutionary "float-in-oil" principle acts like magic to effect NEW BRILLIANCE—NEW BEAUTY—NEW ILLUMINATION—NEW MULTIPLICITY OF GORGEOUS DESIGNS! Never before such eye appeal! Never before such sure-fire sales appeal!

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- Absolutely Safe—Constructed Without Glass
- Unbreakable—Streamlined—Light Weight
- Polished Aluminum Collars
- Handsome Royal Blue and Silver Tube

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*

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Train as well as Entertain

*

Recommended by pediatricians, educators and child psychologists as the line of toys which makes the most notable contribution to child development.

Recognized by America's foremost stores as the leading line of educational toys.

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578 Bankhead Ave., N. W., Atlanta, Ga.

SALES OFFICES

NEW YORK • CHICAGO • LOS ANGELES

"SUPERMARKET SYSTEM" WORKS OUT WELL FOR FLORIDA TOY DEALER

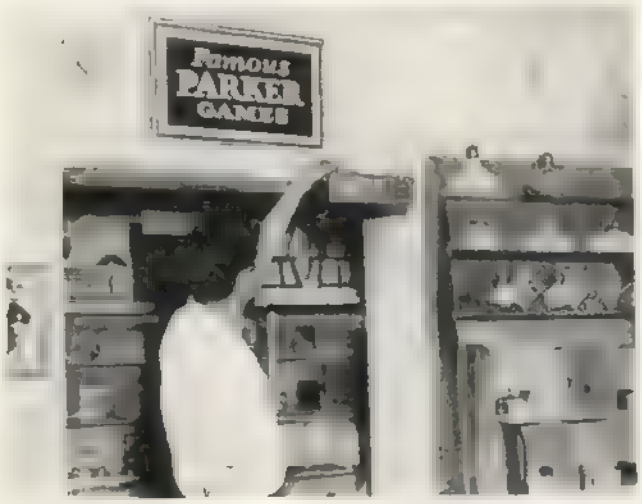
By ROBERT A. LATIMER

SOMETHING of an innovation in toy store management was recently introduced by E. H. Schroder, head of Schroder's Toy Shop, at 330 S. Olive street, West Palm Beach, Florida, in the form of store-sectionalizing which is an adaptation of "supermarket merchandising."

The Schroder store, which has expanded almost continuously for the past five years, has taken over adjoining shop after shop, so that the building now consists of separate toy showrooms on many levels, with short flights of stairs leading the customer from one to another. Due to extreme diversification of its merchandise, Mr. Schroder often had difficulty in finding requested merchandise himself, and customers were frequently at loss where to look.

The solution proved to be setting up a section-number system, whereby all merchandise on display in the store is divided into 10 individual areas, all identified by signs suspended from the ceiling which read "aisle No. 1", etc.

Under this plan, there have been many remarkable improvements. First, it is possible to operate with inexperienced help, by simply assigning each to a particular section, and training them to look by section number for specific items, according to Mr. Schroder. Second, customers coming in to "browse" may be easily directed to the proper department. Third, Self-Service has been greatly encouraged, many customers looking up the proper aisle number, selecting their toys, and bringing them to a cashier at the front of the store to make payment.



E. H. Schroder, head of Schroder's Toy Shop, in front of a merchandise section, which is part of his novel "Supermarket System"

Merchandise is classified in this way, by aisle numbers.

Aisle No. 1—Small knick-knacks and 10-cent toys.
Aisle No. 2—Airplane kits
Aisle No. 3—Pastime toys for girls.
Aisle No. 4—Pre-school toys
Aisle No. 5—Pastime toys for boys.
Aisle No. 6—Stuffed animals
Aisle No. 7—Baby toys for layette ages.
Aisle No. 8—Dolls
Aisle No. 9—Games.
Aisle No. 10—Books.

Each new toy item as received in the receiving room at Schroder's is assigned a specific aisle number, and the person in charge of that section further assigns it a display spot. The only exceptions are "hot" seasonal items, which are displayed on flat tables in the main showroom, near the cashier's desk, or those which require careful demonstration and explanation to sell, such as electric trains, construction sets, science-training kits, etc.

Developing the sectionalization idea farther, Mr. Schroder has assigned a separate display window to each of the 10 sections, which has proven helpful in getting customers to go to the right section of the store. Thus, customers interested in dolls find a comprehensive window display in the center front of the store, and the doll department directly behind, while the fartherest window to the left show books and games, for Section No. 10, which is devoted entirely to children's books. "We have found that we can get along with far less help, find merchandise more quickly, and take inventory with less difficulty under this system," the toy dealer summed up.

LET YOUR SELLING SPACE SELL

(*Continued from page* 102)

other words, are you taking advantage in full measure the selling space you now have? Study your situation carefully to determine whether any merchandise or merchandise display is taking up more space than it reasonably should.

Generally speaking, it is good business to allow the greatest amount of display space to those items having a wide profit margin and a rapid turnover. For it is these items on which one makes the best profit. Naturally, however, this rule does not hold true in all cases. The type of display, for instance, will to some extent determine the amount of space necessary. Too, the dealer will want to display some of his smaller profit-making items from time to time. The important thing to remember, though, is to try and allot an appropriate amount of space to every display in the store so that maximum profit will be realized in the long run.

3. Let no selling space within the store go unused. Make every effort to see that counters, merchandise displays, tables, and so forth, are always well stocked. To let a table on the sales floor remain bare, or a merchandise display to dwindle, is a sinful waste of selling space—and a real profit loser. Keep such spaces constantly stocked with merchandise and realize maximum returns from them.

Similarly, keep bins, drawers, etc., which are adjacent to the sales floor always filled. Keep merchandise handy—where clerks or customers can readily get at it. That's the way to use selling space to the fullest.

4. Never allow your selling space to become cluttered with merchandise, waste, and so forth. Don't permit selling space to become so cluttered, for instance, that clerks (and customers) are falling over things. Permitting such a condition makes selling difficult for personnel—and once again causes profit loss. Arrange your selling space so that merchandise can be shown attractively to the customer. Arrange space, too, so that sales personnel may work efficiently within it.

Authenticast

TOY SOLDIERS

There are toy soldiers and toy soldiers but none like the "Authenticast" Toy Soldier. Though "Authenticast" Toy Soldiers are plaything yet they are precision-cast, hand-painted and exact in every detail. Year in and year out they outsell all toy soldiers. So, when at the fair, don't pass up the opportunity, IN PROFITS, that's in every box of "Authenticast" Toy Soldiers.

THEY'RE GUARDING THE ENTRANCE TO

HARMOR

ROOMS **766** and **768** HOTEL

McALPIN

Come in . . . We'll be happy to see you.

Sales Representatives HARMOR & CO., INC., Rm 314, BRESLIN TOY MART, 1186 Broadway, New York 1, N. Y.

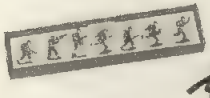
DOUGLAS KAY 473 University Ave., Palo Alto, Calif.

55 AND 40

RETAIL $2.00

These scale model toy soldiers—in action and marching positions are individually hand-painted, finely sculptured, detailed and precision cast. Each set beautifully boxed.

40 mm. "SEMI-FLAT"—Retail $1 Complete line of metal toy soldiers Beautifully boxed — 8 figures per box.

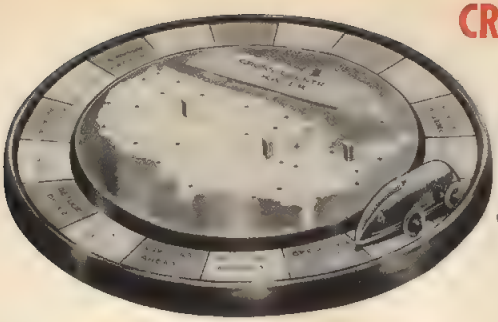


TRADE MARK

Authenticast

COMET METAL PRODUCTS CO. INC.

RICHMOND HILL 18, L. I., N. Y.



CROSS COUNTRY RACE

Size 12" Diameter

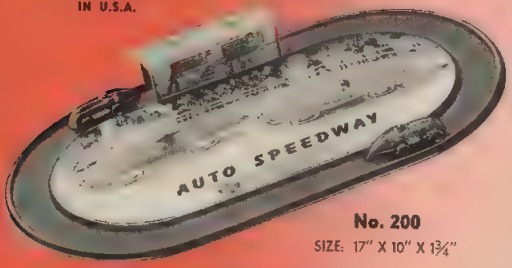
No. 125

Interesting little action game for 2 or 3 players. Cross country map and outside blocks beautifully lithographed in full color on embossed metal. Players start by placing pegs in center (1 peg for each player). Racing car indicates movement of pegs. First peg to reach starting point wins game. Popularly priced. Individually packed in colorful box.

Packed 3 Doz. to Carton. Weight 30 lbs.

Auto Speedway

USES THE SMALLEST PRECISION SPRING MOTOR EVER MADE IN U.S.A.



No. 200

SIZE: 17" X 10" X 1¾"

U. S. PAT. No. 2 416,473

THRILLS AND SPILLS TO DELIGHT *ANY* CHILD

Action-packed auto racing toy. Full color lithographed all-metal sturdy construction. Cars have powerful precision clock-like wind up motors to give long, durable service. One car races around speedway and when reaching garage, device automatically releases second car which races around the track. Cars can also be used off the speedway as racers on floor or rug. Powerful motors give them extra long run. Attractively boxed.

Packed 2 Doz. to Carton. Weight 27 lbs.

AUTO SPEEDWAY, JR.

A grand little toy. Beautifully lithographed Speedway in full colors on sturdy, all-metal construction. Equipped with racer which is guided by extension arm enabling it to make exciting hairpin turns. Has powerful, precision clock-like wind up motor which gives extra long run. Plenty of thrills and action in this popularly-priced toy. Attractively boxed.

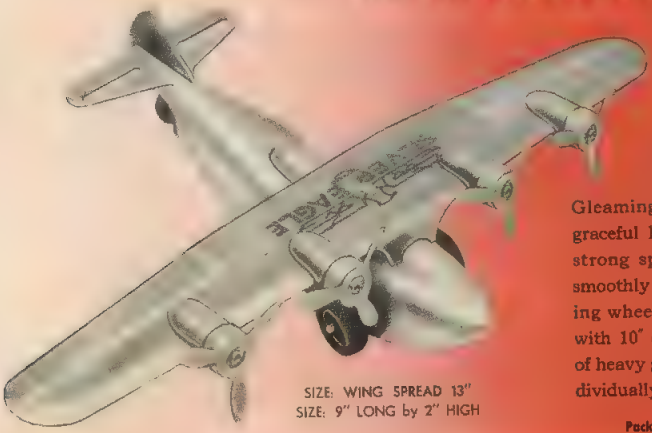
Packed 3 Doz. to Carton. Weight 13¾ lbs.

No. 150

SIZE. 11½" X 3½"

Automatic TOY COMPANY
77 ALASKA STREET • STATEN ISLAND 10, N.Y.

SILVER EAGLE AIRPLANE



SIZE: WING SPREAD 13"
SIZE: 9" LONG by 2" HIGH

No. 100

Gleaming aluminum. Sleek, graceful lines. Powered by a strong spring motor. Rides smoothly on large, easy-moving wheels. Wing spread 13" with 10" cabin. Sturdily built of heavy gauge aluminum. Individually boxed.

Packed 3 Doz. to Carton
Weight 23 lbs.

SKI-HOOP

No. 90

A game of skill for children and adults. Marked for scoring, it is full of action and thrills. Sturdy, all-metal construction. Attractively boxed.

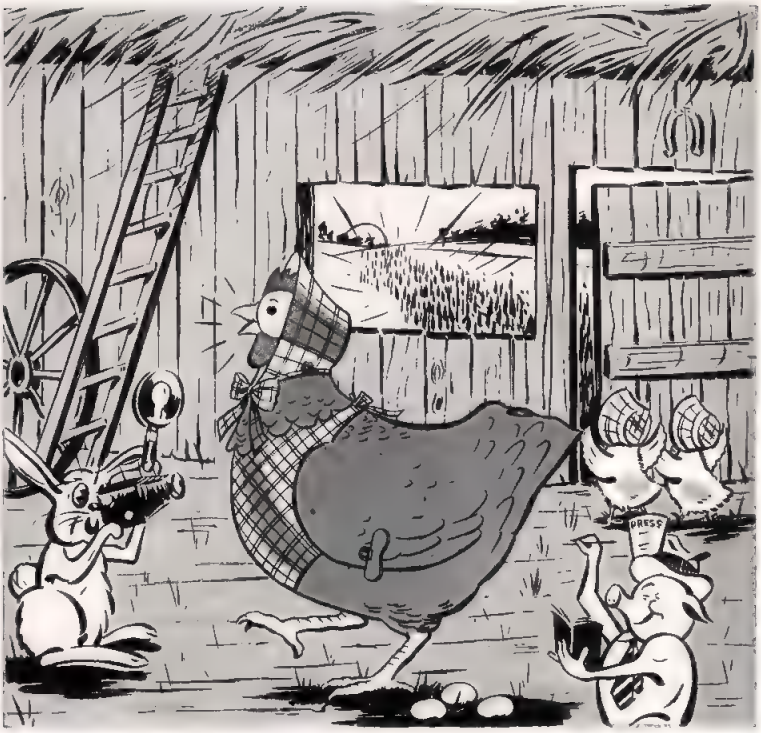
SIZE: 14½" X 6" X 2"

Packed 3 Doz. to Carton
Weight 44 lbs.

Skill! Action! Thrills!

Sole Sales Representatives
HENRY KATZ

Automatic TOY COMPANY
77 ALASKA STREET • STATEN ISLAND 10, N.Y.



NATION *CLAMORS* FOR SUZY-BELLE

THE MECHANICAL CHICKEN THAT . . . *WALKS, PECKS, CACKLES, AND LAYS EGGS!*

No other toy in the history of the "FAIR" has ever made such an illustrious debut as SUZY-BELLE — BALDWIN'S sensational new 1-action mechanical chicken. Radio and television have carried her delightful cackle and winsome charm to so many millions, the demand sky-rocketed far beyond expectations months before SUZY-BELLE was ready to go into production.

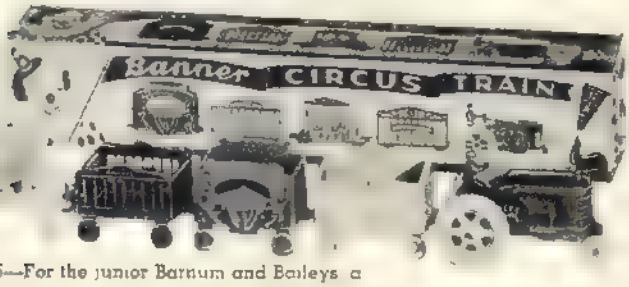
If you're not one of those who has already contributed to the recent flood of mail re: SUZY-BELLE, please . . PLEASE do so now before we have to supplement our reply with: *"Sorry, no more orders being taken."*

BALDWIN
MANUFACTURING CO., INC
180 Morgan Ave., Brooklyn, N. Y.

BANNER CIRCUS TRAIN SETS

No. 1 on the PLASTIC HIT PARADE

Indoor weather means additional sales and profits with truly popular indoor activity toys. Banner's two circus train sets have captured top-rating honors in store after store throughout the entire country. During winter months these two sets will continue to roll up increasing sales records. Stock them, show them, sell them!



No. 96—For the junior Barnum and Baileys a complete set of miniature circus cars, made of sturdy plastic in bright, toy-tested colors. Set consists of: 1 tractor with movable wheels, 1 box car, 1 animal cage car, 1 calliope, 1 carousel. Boxed in "longie" two-color 11½" x 2" x 2 carton. To retail for 39 cents

No 97—It's under the big top for the kidaies this winter when indoor toys are so important and so popular. The king size Banner Circus Train consists of: 1 tractor in multi-color plastic, two box cars, 2 animal cage cars, 2 calliopes, 2 carousels. Novel, easy-to-display longie box in two-colors. To retail for 59 cents

Banner Plastics Corp.

E. M. Fressner, Pres.

150 Bruckner Blvd., New York 54, N. Y.

L. A. SALES CO., Inc.

Showing at

2030 JEROME AVENUE
BRONX 53, NEW YORK
SEdgwick 3-9606

•

WHOLESALE DISTRIBUTORS

of

TOYS — DOLLS — GAMES

•

Serving

NEW YORK - NEW JERSEY - CONNECTICUT
MASSACHUSETTS - - PENNSYLVANIA
LONG ISLAND and RHODE ISLAND

BIG-BANG

SAFETY GAS GUNS

Year-Round Sales

SAFETY CELEBRATORS

No Gunpowder
No Matches

BIG-BANG TANK

10½" long. Olive drab finish.

Toy Fair	Hotel McAlpin, March 8-20	Room 874

You will have a QUICK-TURN-OVER on BIG-BANG because this merchandise has not been available in worth-while quantities since 1941. During these six years, many boys have become of BIG-BANG age and further, our advertisements now appearing the leading boys' magazines make it known that BIG-BANG Guns are available again.

THE CONESTOGA COMPANY BETHLEHEM, PENNA.

FLASH! THE TOY SHOW SPOTLITE IS ON

THE NEW OFFICIAL

DICK TRACY

SECRET SWITCH

FLASHLIGHT

A FLIP and IT FLASHES

Brilliant red top glows red when light is on.

•

Dressed up with Dick Tracy shield emblem.

•

Solid metal case, bright blue, baked enamel finish.

•

Packed in snappy 2 color box

79¢

COMPLETE INCLUDING BULB AND 2 BATTERIES

FULL BANTAMLITE LINE
HOTEL McALPIN - Room No 734

bantam-lite, inc. 174 SEVENTH AVENUE, NEW YORK

UNIVERSE DOLLS

will be displayed at our
Factory showrooms exclusively

156 WOOSTER STREET
New York 12, N. Y.

•

We sincerely urge you to see these values before placing your orders.

J. Jordan, in charge

UNIVERSE DOLL CO., Inc.

156 Wooster St. New York 12, N. Y.
Telephone: GRamercy 7-3589

TOY NEWS AND NEW TOYS

A Trophy assortment

POPULAR TROPHY MUSICAL TOYS

Shown in the accompanying illustration are four popular musical toys featured by Trophy Products Co., Cleveland, Ohio. Made of colorful, sanitary plastic, they include "Hezzie," the "Flutophone," a "Sax-O-Fun," and "Sousafun."

Junior can drop them or pound the furniture with them and they will still play accurately, as with all Trophy musical toys, they have scientifically designed acoustical chambers and replaceable vibrators. The "Sax-O-Fun" is featured by Spike Jones' band of "City Slickers," while "Hezzie," the slide whistle, takes its name from the famous leader of the "Hoosier Hot Shots."

RIG-A-JIG'S NATION-WIDE COLORING CONTEST

An ingenious advertising and sales promotion thru Children's Activities, in their March, April, May, and June issues, features a coloring competition.

According to Wm. Roth, vice-president of Rig-A-Jig Toy Company, one of these Rig-A-Jig construction ideas, such as the Woman with Doll Buggy, will be featured monthly in large outline picture. Children are instructed to color with crayons or colored pencils. They color the circles, red, the triangles, yellow, etc.—all the 7 different geometric shapes in their correct colors so that the finished picture looks like the real toy. 37 prizes from $10.00 down are being awarded on the basis of neatness

Rig-A-Jig is highly commended by educational authorities for the way it entertains, while helping to develop a whole battery of basic personality factors, such as muscular coordination, creative imagination, finger dexterity, color discrimination, space visualization, and a general speeding up of thinking and reasoning faculties. Doctors, also have found that Rig-A-Jig has substantial therapeutic value for children confined to hospitals because it fosters good emotional drives in a child and eases the hardship of inactivity.

Dealers recognize in Rig-A-Jig a sound year 'round promotional toy, especially desirable during seasonal lags. Further details on the Contest and tie ups with it are obtainable by writing Rig A-Jig Toy Company, 32 W. Washington, Chicago 2, Ill.

EUGENIA BOOKING HEAVY ORDERS ON BABEE WEE

The latest word from Eugenia Doll Co., New York, is that their new wetting doll is proving "a ball of fire." "Orders have been pouring in at such a pace, there is a likelihood that these dolls will have to be allocated for the balance of the year," said the firm spokesman

One of the features that have won for Babee Wee this tremendous popularity is its remarkably light weight. Eugenia dolls sell in the popular price range. For example, Babee Wee in the 20-inch size retails for $9.98.

Babee Wee and other new numbers in the Eugenia line are now on display in the 200 Fifth Avenue Building, New York, Room 534, with popular Benj Portugal in charge

Babee Wee and layette

LEADER MERCHANDISE CO. GETS LARGER QUARTERS

The Leader Merchandise Company has moved to new and larger quarters at 45 East 20th Street, where they will continue to feature their low priced merchandise in addition to many new lines. They are now handling a complete line of toys, notions, novelties, plastic specialties and many other items in the 5c to $1.00 field.

Leader has a constant stock on hand of all their items with many new products being supplemented to their line from time to time. Their Fall line this year will contain mechanical toys made of metal and plastic, decorations of every type and style for the tree and home, and other interesting items. Samples of their entire line are on display at their new show room.

TOY TOWN CORP. INTRODUCES THE BABE RUTH OFFICIAL BASEBALL GAME

Toy Town Corp., manufacturers of "Squealie" and "Tee-Off," are introducing Babe Ruth's Official Baseball Game to the trade during the American Toy Fair, March 8th through 20th.

This baseball game simulates all the features of professional Big League Baseball.

George Geller and Jack Otis of Toy Town showed the baseball game in its crude stages to the "Sultan of Swat." This game, in a sense, is an offshoot of Toy Town's "Tee-Off" golf game, which had been on the market many months before.

The "Bambino" took a gander at this new-gangled game; took an immediate liking to it; offered some suggestions for improvements . . . and lo and behold . . . Babe Ruth's Official Baseball Game was born

Toy Town is also introducing "Winkie," the Big Brother of "Squealie," the plastic piggy bank. "Winkie" is a big fellow approximately 14" long, 9" high and 8" wide. He's made of shatterproof plastic in pastel colors and holds over $1,000 in coins.

The complete line of Toy Town toys will be on display for the visiting buyers during the Toy Fair and throughout the year in Room 507, 200 Fifth Avenue, New York 10.

MELDON BROTHERS MARKET NEW TOY GUN

The Meldon Brothers Company, Cleveland 3, Ohio, manufacturers of the well known super automatic tom gun, are introducing a new toy gun to the market. It's the new Play Police Automatic Cap Pistol! This all metal cap pistol, made of 22 gauge steel that will not break when dropped, has a fine blue black baked infrared enamel finish. It shoots with a loud report and can be loaded very easily. It is a 50 shot repeater, using any brand of caps. For complete safety and harmlessness, this gun is constructed with a safety trigger and all moving parts are enclosed. The gun comes complete with a play police badge, policeman's whistle, and Play Police permit. The complete four piece set is packaged in an attractive multi-color box. Packed four dozen to a shipping carton, weighing 35 pounds. Suggested retail price is 79c.

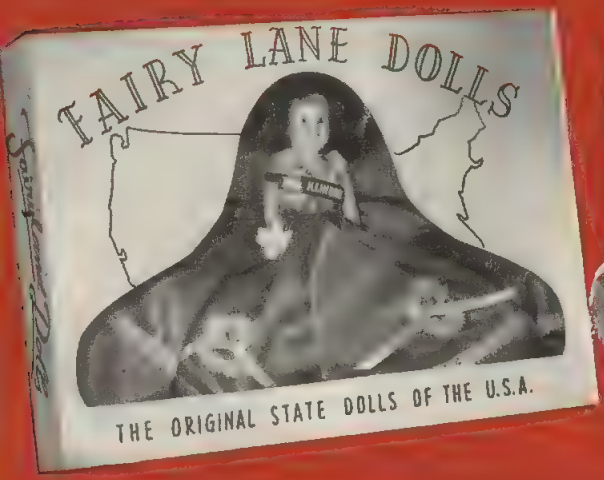
All metal cap pistol

PREMIER SHOWING AT NEW YORK TOY FAIR

THE ORIGINAL

STATE DOLLS

OF THE U.S.A.



A NATIONAL HIT
Created by
BARCLAY

EACH DOLL IN WINDOW-DISPLAY GIFT BOX—Another BARCLAY first in doll packaging. No loss through handling—window permits proper display without removing from box.

It's new . . . it's different. It's a new doll merchandising idea that's bound to be the hit sensation of the Toy Show.

Everybody wants a home-state doll . . . that means volume sales with plenty of profits for you.

Doll collectors, too, want dolls from their birth state, as well as those they visit.

Be sure to see these new BARCLAY State Dolls—see the complete line of BARCLAY CREATIONS in Room 876, Hotel McAlpin during the Toy Fair.

HOME OFFICE AND SHOWROOMS

BARCLAY CREATIONS, INC.

36 SOUTH STATE ST. CHICAGO 3, ILL.

Announcement

We are pleased to announce

MECHNER & CAMINITI

ROOM 455, 200 FIFTH AVE.
NEW YORK CITY

as our new Associates

Permanent display room for Fairy Lane and Akrosth Dolls
Toy Buyers are cordially invited to visit our display

THE TRADEMARK THAT MEANS THE FINEST

Story Lamp by Pearson

REVOLVING NURSERY LAMP

Something dramatically different in a lamp designed to captivate a child is the new Story-Go-Round "the lamp that twirls and tells a tale." Switch it on . . . like magic, inner story shade revolves and full color fairy tale pictures pass in an enchanting panorama before two viewing windows in outer shade. Heat radiated by the bulb makes the magic—there are no mechanical parts to get out of order Genuine sapphire jewel bearing supports rotating inner shade. The manufacturer stresses its safety feature—six foot cord, Underwriters' Approved.

The new Story-Go-Round has a decorative outer shade of leatherette-embossed parchment—11 inches in diameter Lamp stands 15 inches high, and has a colorful candy stripe base. Story-Go-Round retails for $5.95, complete with four easily interchangeable, full color, fairy story strips—Goldie Locks and the Three Bears, Little Red Riding Hood, Jack and the Beanstalk and Puss in Boots.

Pearson Industries, 1 N. La Salle Street, Chicago 2, manufactures the Story-Go-Round.

PLAYTOWN MARKETS PLAY STORES!

Using the slogan "Let's Play Store," Playtown Products Co. of Yardville, N. J.; is marketing a complete line of miniature play stores complete with miniature grocery, meat, bakery and fruit items, and store fixtures. The miniatures feature exact reproductions of labels of well-known products, realistically reproduced in full color. Playtown's complete line consists of Bakery, Grocery, Fruit and Meat Stores, a completely equipped Super Market and refills for the entire line.

Among the many features that have been well-received by buyers all over the country, is the fact that the items themselves are of solid construction and unbreakable, and this feature is being used as one of the outstanding selling points by many prominent stores. Remarkably low priced, the suggested retail prices run from 25c to $5.00, giving a wide range for department stores, chain stores, toy stores, variety stores, etc., to choose from. Circulars and full information is immediately available from the New York representative, Sam Weisman, Room 209, 200 Fifth Ave., or the Chicago representative, Jack Shapiro, Room 411, 208 N Wells Street.

BARCLAY CREATIONS FEATURE STATE DOLLS OF THE U. S. A.

Barclay Creations, Inc., 36 South State Street, Chicago 3, report that their distinctive line of State Dolls of the U. S. A. are proving to be one of the most popular specialities they have yet brought out. In a recent interview, S. L. Bottenwiser said,

Miss Texas by Barclay.

"Our new State Dolls are being enthusiastically acclaimed in every State in the Union. The artist's concept has been beautifully developed and each doll is finished with attention to the most minute detail. Stores can display them with the assurance that here is a line of dolls that offers a real incentive to character doll collectors. Each doll comes with a dress that is a complete costume and is removable. A white satin ribbon with the State's name in gold letters designates the State is represents. As to the actual doll itself, nothing has been forgotten to make for real quality. The 7" bodies are of unbreakable plastic in full keeping with the dainty costumes." Mr. Bottenwiser went on to stress that these dolls come packed in window display boxes that offer a full view of the doll under the transparent cellophane opening. The entire box top is laminated, thus insuring protection against soiled containers

Miss Missouri by Barclay.

EXECUTIVE SECRETARY APPOINTED

A. S. E. Barnett, formerly an insurance executive, has been appointed executive secretary of the Lousiana Retailers Association, according to an announcement made by Sam Zerkowsky, president of the association and merchandise manager of Godchaux's, New Orleans. New offices for the association are at 528 Florida Avenue in Baton Rouge

PLAYSKOOL 1948-1949 NATIONAL ADVERTISING PLANS MOST EXTENSIVE IN COMPANY'S HISTORY

Bigger, more complete in its coverage, making a greater impact than ever before, the new National Advertising Program to be released on Playskool Educational Toys will reach a "pre-selected" audience of over 63 million toy products. A larger line-up of publications, tested national magazines with important "directed readership" will make up the greatly accelerated national advertising schedule. Emphasizing the appealing "Learning While Playing" theme that is the basis of all Playskool Educational Toys . . . attractive dramatic list of widely read national magazines and their circulation:

Children's Activities, 508,034; Good Housekeeping, 3,014,413; Hygeia, 196,420; McCall's, 3,569,268; My Baby, 125,133; Woman's Day, 2,999,837; Today's Woman, 769,138; Instructor, 121,323; House & Garden, 367,386; House Beautiful, 442,001; American Baby, 162,800; Better Homes & Gardens, 3,255,304, Ladies Home Journal, 4,621,060; Modern Baby, 143,000; Parents, 1,082,908; Woman's Home Companion, 3,699,793; Grade Teacher, 116,995, American Home, 2,495,332; Saturday Eve. Post, 3,953,220; Baby's Own Story, 200,000

In addition to the hard selling advertisements appearing in this great group of national magazines, Playskool will have "plugs" on leading top-notch national radio shows . . . daytime housewife shows which will reach the best possible prospects for Playskool Educational Toys. Hollywood will also be aiding in the extensive Playskool publicity program. Children of leading motion picture stars will be photographed playing with Playskool Toys. They will be shown on sets of such well known picture studios as Eagle-Lion, Columbia, etc.

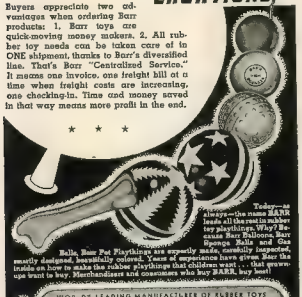
Backed by such an ambitious national advertising and publicity program, Playskool dealers all over the country are looking forward to one of the most profitable educational toy seasons since the war.

Tops in Rubber Toy Playthings

BARR CREATIONS

Buyers appreciate two advantages when ordering Barr products: 1, Barr toys are quick-moving money makers. 2, All rubber toy needs can be taken care of in ONE shipment, thanks to Barr's diversified line. That's Barr "Centralized Service." It means one invoice, one freight bill at a time when freight costs are increasing, one checking-in. Time and money saved in that way means more profit in the end.

★ ★ ★



Today—as always—the name BARR leads all the rest in rubber toy playthings. Why? Because Barr Balloons, Barr Sponge Balls and Gas Balls, Barr Pet Playthings are expertly made, carefully inspected, smartly designed, beautifully colored. Years of experience have given Barr the inside on how to make the rubber playthings that children want . . . that grown-ups want to buy. Merchandisers and consumers who buy BARR, buy best!

WORLD'S LEADING MANUFACTURER OF RUBBER TOYS

THE BARR RUBBER PRODUCTS CO.

FACTORY AND MAIN OFFICE SANDUSKY, OHIO

She's Lovable
She's Adorable
She's **Dy-Dee**

she's made only by

EFFANBEE

EFFANBEE DURABLE DOLLS

EFFANBEE Dolls

200 Fifth Ave., N. Y.

EFFANBEE means "Finest and Best"

Another fine NOMA product

OLD MOTHER HUBBARD *presents*

"WATCH-ME-WASH"

BABY-SINK

turns water-play into cleanliness-training

the first in a series of creative products

dedicated to making life easier for mothers . . . by making it better for children.

send for illustrated folder

THE T. HUBBARD COMPANY

WILTON, CONN.

SHELLCRAFT

$1.00 Retail

ALSO AVAILABLE IN OTHER SIZES

$2.00 — $3.00 — $5.00

PERMANENT DISPLAY

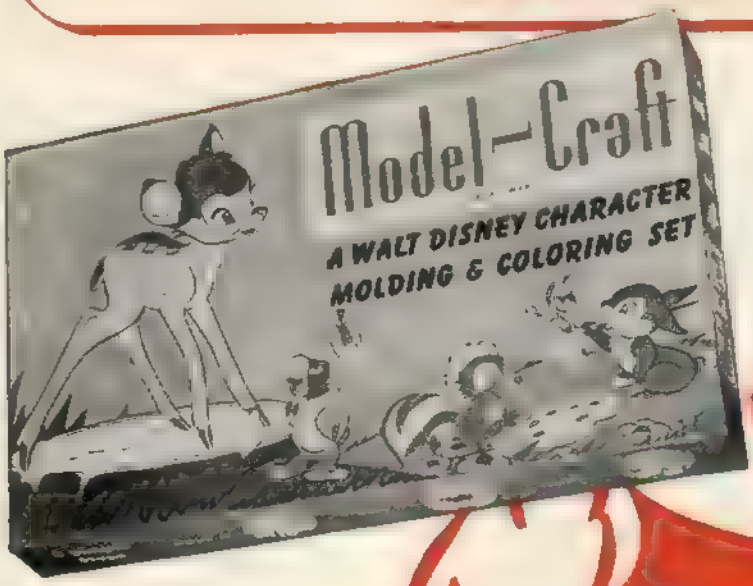
GEO. C. WOOD
200 Fifth Avenue
New York, N. Y.

BESS WARNS
1518 Merchandise Mart
Chicago, Ill.

DOT AND PEG PRODUCTIONS, INC.

1212 Carter Street Chattanooga, Tenn.

NATCH'... MODEL-CRAFT MOLDING and COLORING SETS ARE TOPS!



SEE OUR COMPLETE LINE OF 20 SETS AT THE TOY FAIR

NEW YORK OFFICE
200 FIFTH AVE. BLDG., SUITE 430—NEW YORK 10, N. Y.
GORDON WOLKENBERG and BOB FREEMAN

LOS ANGELES OFFICE
122 N. WESTERN AVE., LOS ANGELES, CALIF
DAVID SCHWARTZ

DALLAS OFFICE
2705 CANTON ST., DALLAS 1, TEXAS
HERBERT SIERK & CO

ATLANTA OFFICE
1022 JUNIPER ST., N.E., ATLANTA, GA.
WM. YARBOROUGH—ATLANTA TOY MART

Model Craft Inc.

BELLE DOLL & TOY CORP.

Announces

that

ANDY FLEISCHHACKER

Is Now In Charge Of Sales

COMPLETE *Latex* DOLLS
BABY DOLLS
with PLASTIC HEADS
BABY DOLLS
with Smooth Skin Arms and Legs

On Display At The Toy Fair

ROOM 935—HOTEL McALPIN

Office and Factory: 417 LAFAYETTE STREET, NEW YORK 3, N. Y.

AIR RIFLES

CROSMAN STANDARD MODEL

The Crosman Silent Rifle has a rifled barrel with adjustable power. Four or six strokes of pump mechanism give the necessary power for accuracy and safety. Target type, semi-pistol grip oil finished stock. Blued finish barrel with Clickless silent type forearm. Sliding bolt action. Blade front sight and adjustable rear peep sight. Chambered for .177 and .22 caliber pellets. Length overall, 35 inches

No.	Caliber	Wt. each	Each
100	.177	5 lbs.	(F)$19.80
101	.22	5 lbs.	(F) 19.80

TOWN AND COUNTRY JUNIOR

Single shot bolt action, with rifled barrel and controllable power for indoor and outdoor target shooting. 19½-inch blued barrel with blade front sight and open rear sight. Semi-pistol grip oiled finish stock. Chambered for .177 and .22 caliber pellets. Length overall, 35¾ inches.

No.	Caliber	Wt. each	Each
109	.177	4½ lbs.	(F)$14.95
110	.22	4½ lbs.	(F) 14.95

BENJAMIN SUPER SINGLE SHOT

The latest design in Benjamin single shot air rifles with lever hand pump. Breech loading and bolt action. Air is compressed with lever hand pump, allowing greater ease of operation. Genuine walnut stock with pistol grip. Length overall, 36 inches. Shoots steel or lead air rifle (BB) shot and .177 lead pellets. No. 310 Rifle supplied with 1 lb. Benjamin Steel Air Rifle Shot and No. 317 supplied with 500 Benjamin Pellets, .177 caliber

No.	Caliber	Wt. each	Each
310	BB	4 lbs.	★$15.00
312	.22	4 lbs.	★ 16.65
317	.177	4 lbs.	★ 16.20

BENJAMIN SUPER REPEATER

Benjamin Super 25-shot air rifle with magazine and automatic feed. Smooth bore. Same construction as Benjamin single shot rifle.

No.	Caliber	Wt. each	Each
720	BB Shot	8 lbs.	★$25.00

AIR PISTOLS

CROSMAN

The Crosman's Bullseye pistol, length overall, 11⅝ inches with 8⅝-inch rustless super bronze barrel. Checkered tenite grip with all metal parts blued finish. Blade type front and open rear adjustable sights. Push type safety. Chambered for .177 and .22 caliber pellets.

No.	Caliber	Wt. each	Each
105	.177	2 lbs.	(F)$14.95
106	.22	2 lbs.	(F) 14.95

HY-SCORE

The Hy-Score super-powered single shot air pistol is the most powerful pistol with the highest muzzle velocity. Length of barrel, 10¼ inches. Plastic grips, blued finish metal parts. Fixed front sight and adjustable rear sight. Chambered for .177 and .22 caliber pellets.

No.	Caliber	Wt. each	Each
800	.177	30½ oz.	★$19.85
800	.22	30½ oz.	★ 19.85

BENJAMIN

No. 130—BB Caliber

Benjamin Super Single Shot Air Pistol with lever hand pump. Smooth bore for shooting lead or steel air rifle shot with compressed air. Five or six strokes give ample power for ordinary use. Length overall, 11 inches. Patridge type sights with rear sight adjustable for windage. Gun metal finish barrel with genuine walnut grips. Each pistol supplied with 1 lb. Benjamin Steel Air Rifle Shot.

No.	Caliber	Wt. each	Each
130	BB Shot	4 lbs.	★$15.00

No. 132—.22 Caliber

Same as No. 130 but rifled for shooting .22 lead pellets. Darts can also be used in this pistol. Each pistol supplied with 500 Benjamin Pellets, .22 caliber.

No.	Caliber	Wt. each	Each
132	.22	4 lbs.	★$16.65

No. 137—.177 Caliber

Same as No. 132 but rifled for shooting .177 lead pellets. Darts can also be used in this pistol. Each pistol supplied with 500 Benjamin Pellets .177 caliber.

No.	Caliber	Wt. each	Each
137	.177	3 lbs.	★$16.20

All above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

AIR RIFLES

DAISY

PUMP ACTION REPEATER

Fifty shot repeater. All metal parts gun blue. Length overall, 38 inches. American walnut stock with non-slip grooves on butt of pistol grip. Take down model. Magazine has automatic forced feed, permitting easy firing from shoulder. Adjustable rear sight. One tube of Daisy Bullseye air rifle shot, included with each rifle.

No.	Wt. each	Each
25	3¼ lbs.	★$7.25

One in a carton, ten in a case
Weight, 43 lbs.

RED RYDER

1000-shot repeater. Blued finish carbine. Length overall, 36 inches. The gun with the carbine ring and genuine leather thong with the famous lightning loader invention. Lever action, adjustable rear sight. One tube of Daisy Bullseye air rifle shot included with each rifle.

No.	Wt. each	Each
111	2¾ lbs.	★$5.25

One in a carton, ten in a case
Weight, 37 lbs.

1000 SHOT REPEATER

A 35-inch, gravity-fed air rifle with gun-blued metal parts and well finished stock of sound wood. One tube of Daisy Bullseye air rifle shot included with each rifle.

No.	Wt. each	Each
155	2¾ lbs.	★$4.20

One in a carton, ten in a case
Weight, 32 lbs.

SINGLE SHOT

Single shot, break action, with blued metal parts. Blued metal barrel. Natural finish wood stock. Length overall, 31 inches

No.	Wt each	Each
100	2 lbs.	★$2.25

One in a carton, ten in a case
Weight, 28 lbs.

LEAD PELLETS

BENJAMIN

Especially made for Benjamin Air Rifles and Pistols and other pistols and air rifles of .177 and .22 caliber. English make

No.	Caliber	Wt. per 1000	Per 1000
P-177	.177	1¼ lbs.	$4.50
P-22	.22	2 lbs.	5.60

Five hundred in a metal container

HY-SCORE

English make, first grade Pellets for Benjamin Air Rifles and Pistols and other makes using same caliber pellets.

No.	Caliber	Wt. per 1000	Per 1000
211-HS	.177	1½ lbs.	$4.50
212-HS	.22	2 lbs	5.60

Five hundred in a metal container

CROSMAN

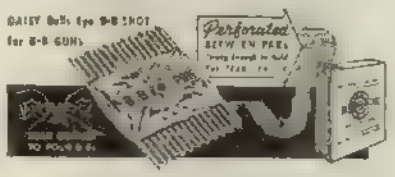
Especially made for Crosman Air Rifles and Pistols. Can also be used in all rifles and pistols that are chambered for .177 caliber or .22 caliber. Packed 250 in a container with one dozen containers in a display carton.

No.	Wt. per ctn.	Per doz.
177PD	4¾ lbs.	★$ 9.60
22PD	7¼ lbs.	★ 12.00

AIR RIFLE SHOT

IN STRIPS

DAISY BULLSEYE



Coppered finish steel air rifle shot. Approximately 28 pellets in a strip and 500 strips in a case. Retails 4 strips for 5 cents.

No.	Wt. per case	Per case
500	12 lbs.	★$6.25

Sold by the case only

WINCHESTER

Steel Air Rifle shot, copper plated in tubes. Uniformity of size, roundness and hardness, to fit all Air Rifle barrels. Approximately 150 pellets in a tube.

No.	Wt. per case	Per case
2-W	18½ lbs.	$7.50

One hundred tubes in a carton

WESTERN

Steel Air Rifle shot copper plated, in tubes. Guaranteed uniform in size, roundness and hardness. Can be used in all standard makes of Air Rifles. Approximately 150 pellets in a tube.

No.	Wt. per case	Per case
2	18½ lbs.	$7.50

One hundred tubes in a carton

★ Factory Suggested Resale Price

Check These New Doll Values

Betsy Wetsy with Layette. The amazingly life-like Betsy Wetsy doll—drinks from her bottle, wets, sleeps with her glass-like sleeping eyes and lashes closed, and she is practically indestructible. Body, arms and legs made of soft, durable rubber—can be bathed and powdered. She can move her arms and turn her plastic head. Soft stuffed body and beautifully finished features. Comes complete with a layette that consists of an organdy dress, matching bonnet, petticoat, 2 diapers, safety pins, 3 puffs, shoes and stockings, and tiny plastic utensil set.

No.	Size	Each	Per dozen
3D843	11 in.	$4.20	$48.00
3D844	13 in.	5.55	64.00
3D845	15 in.	6.90	80.00
3D846	17 in.	8.25	96.00

"Baby Coos" Doll. The doll with the magic voice—she cries, she sobs, she coos. Just touch her anywhere. Beautifully made with lifelike texture, plastic head, sleeping eyes and lashes. Soft, plastic latex body—can be bathed and washed like a real baby. Legs and body are molded in one piece—magic skin, which warms to the touch, wrinkle's like a live baby's. Complete with layette consisting of clothes, toilet articles, set of miniature plastic dishes. Doll dressed in shirt and pants.

No.	Size	Each	Per dozen
3D877	14½ in.	$4.20	$56.00
3D878	16½ in.	6.25	72.00
3D879	18½ in.	7.75	88.00
3D880	20½ in.	9.00	104.00

Magic Skin Doll with Romper Layette. One of the biggest selling dolls on the market embodying a doll of features of lifelike, practically unbreakable plastic head and smooth soft stuffed body. Can be bathed and powdered like a real live baby. Legs and body molded in one piece so that [illegible] feel and seem in skin wrinkles like a real baby's—soft, cuddly, light—warms to touch like real skin. Flexible, life-like fingers can be easily bent. Complete with layette consisting of romper, bonnet, shoes and socks. Doll is dressed in shirt and pants.

No.	Size	Each	Per dozen
3D833	14 in.	$4.20	$48.00
3D834	16 in.	5.50	64.00
3D835	18 in.	6.90	80.00
3D836	20 in.	8.25	96.00

No. 3D858—Full Size "Baby Coos" Boy Doll. Actual one year old size Magic Skin doll. Dressed in real boy's clothes—velveteen trousers, knit striped polo shirt, tam, socks and real baby shoes. Height, 27 inches. Retail price, $25.00.

Each **$16.85**

No. 4151—Miss Mabel Chenille Cuddle Doll. Delightfully soft and cuddly for added appeal. Made of fine quality soft fluffy baby chenille in a wide variety of pastel colors. Doll has soft silky mohair rayon curls that impart an irresistible and pert appearance that enhances the beauty of the realistically tinted pressed unbreakable face and big blue eyes. Wide neck bow of glistening rayon satin ribbon. Height, 14½ in.

Each ..... **90¢**

Per dozen **$10.00**

No. 112D408 — Su-Zee Doll. Cute little Su-Zee whistles when her plump body is squeezed. Naturalistically tinted with painted hair and features. Featherweight rubber construction. No one can resist this impish baby doll with the [illegible] green and big blue eyes as she stands clasping a bright red lollipop. Height, 6½ inches.

Each ..... **60¢**

Per dozen **$6.25**

No. 4054—Bonnie Lee Chenille Cuddle Doll. Made of thick baby chenille in gay pastel colors featuring bonnet-effect ruffle on her well rounded head. Also has silky mohair rayon curls and lustrous rayon satin neck ribbon and bonnet bow. Has realistically tinted unbreakable face. Height, 14 inches.

Each ..... **80¢** Per dozen **$9.00**

No. 4065—Chenille Cuddle Doll. Same style as above, but smaller. Height, 12 inches.

Each ..... **75¢** Per dozen **$8.00**

BLACKSMITHS' ANVILS

SOUTHERN CRESCENT

Tempered Solid Tool Steel Face

Superior pig iron body. The horn is covered with, and its extremity is made entirely of tough untempered steel.

The face and horn are warranted to be thoroughly welded to the body and not to separate.

Nos.	6	7	8
Wt. lbs	60	70	80
Face, in	10½ x 3¼	11 x 4¼	11½ x 3¼
Each	$		
Nos.	9	10	12
Wt., lbs.	90	100	120
Face, in.	12 x 3½	12¼ x 3½	13 x 3¾
Each	$		

Open stock

BLACKSMITHS' ANVIL TOOLS

IRON CITY COLD CUTTERS

No 7—Forged tool steel, black finish.

Size, in.	1⅛	1¼	1⅜	1½
Wt each lbs	1½	2	2½	3
Each $				
Size, in.	1⅝	1¾	2	
Wt. each lbs	4	5	6	
Each $				

Note—Size given is width at eye

Open stock

HOT CUTTERS

No 6—Forged tool steel, black finish

Size, in.	1⅛	1¼	1⅜	1½
Wt. each, lbs.	1½	2	2½	3
Each $				
Size, in.	1⅝	1¾	2	
Wt. each, lbs.	4	5	6	
Each $				

Note—Size given is width at eye.

Open stock.

FLATTERS

No. 13—Flat face, forged tool steel, black finish.

Size, in.	2⅛	3	4
Wt. each, lbs.	3¼	4½	7½
Each $			

Open stock.

BLACKSMITHS' ANVIL TOOLS

IRON CITY HARDIES

No. 18—Forged tool steel, black finish.

Size shank, in.	Width bit, in	Wt. ea., lbs.	Each
⅝	1⅛	1	$
¾	1⅞	1¼	
⅞	2	1¾	
1	2¼	2	
1¼	2½	2¾	

TOP FULLERS

No. 15—Forged tool steel, black finish.

Size, in.	Wt. ea., lbs	Each
⅜	2	$
⅞	2	
½	2	
⅝	2¼	
¾	2½	
⅞	2¾	
1	2⅞	
1⅛	3	
1¼	3¼	

BOTTOM FULLERS

No 16—Forged tool steel, black finish.

Size, in.	Wt ea., lbs.	Each.
⅜	2	$
⅞	2	
½	2	
⅝	2¼	
¾	2½	
⅞	2¾	
1	2⅞	
1⅛	3	
1¼	3¼	

TOP SWAGES

No. 29—Forged tool steel, black finish.

Size, in.	Wt. ea., lbs.	Each
⅜	2½	$
⅛	2½	
⅝	2½	
¾	2½	
⅞	2½	
1	2½	
1¼	3	
1⅜	3¼	
1½	3¼	
1¾	4	
2	4	

BOTTOM SWAGES

No. 30—Forged tool steel, black finish, ⅞ in. shank.

Size, in.	Wt. ea., lbs.	Each
⅜	2½	$
⅛	2½	
⅝	2½	
¾	2½	
⅞	2½	
1	2½	
1¼	3	
1⅜	3¼	
1½	3¼	
1¾	4	
2	4	

All above, open stock.

BLACKSMITHS' ANVIL TOOLS

IRON CITY ROUND PUNCHES

No. 23—Forged tool steel, black finish.

Size point, in.	⅜	½	⅝
Wt. each, lbs.	1¾	2	2
Each $			
Size point, in.	¾	⅞	1
Wt. each, lbs.	2½	2¾	3
Each $			

Open stock

SQUARE PUNCHES

No 24—Forged tool steel, black finish.

Size point, in.	⅜	½	⅝
Wt each, lbs	1¾	2	2
Each $			
Size point, in.	¾	⅞	1
Wt each, lbs.	2½	2¾	3
Each $			

Open stock.

SET HAMMERS

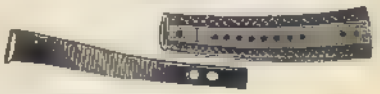
No. 27—Forged tool steel, black finish.

Face, in.	1	1⅛	2
Wt. each, lbs.	1	2¾	5¼
Each $			

Open stock.

FARRIERS' KNIVES

HELLER



Adjustable Iron Handle

Special refined cutlery steel blade; tempered, ground, sharpened and polished. Japanned handle.

	Per dozen
No. 52—⅝ in. blade; wt. per dozen 4½ lbs.	$
No. 53—Extra Blades; ⅝ in.	

One dozen in a box.

WELDING COMPOUND

E-Z

The universal choice of the blacksmith.

It has no equal for general welding of all grades of steel. It is used between laps and insures perfect welds at lowest heats.

Nos.	1-E Z	5-E Z
Size box, lbs	1	5
Per pound	$	

FORGES

CHAMPION EUREKA GEARED

With Shield

Steel hearth pressed from heavy gauge single sheet. The legs are bolted to the hearth with heavy steel leg sockets and are strongly braced. Equipped with cut-geared crank-driven blower with helical gearing. Oil-tight and dustproof gear case.

Each

No. 145S—18 in. diameter round hearth, height 30 in., diameter of fan 8 in.; wt. each 45 lbs. ..$.....

With Shield

Steel, hearth pressed from heavy gauge single sheet. The legs are bolted to the hearth with heavy steel leg sockets and are strongly braced. Equipped with cut-geared crank-driven blower with helical gearing. Oil-tight and dustproof gear case.

Each

No. 147S—24 in. round hearth; 30 in. high; 8 in. fan; wt. each 55 lbs. .....$.....

CHAMPION LANCASTER GEARED AGRICULTURAL

With Shield

Direct drive; spiral gearing; with windshield. A suitable direct drive forge for farmers' use where a well built, low priced, good blast producer is desired. A strong light forge for all kinds of portable work.

Each

No. 45—22 in. diameter round hearth, height 30 in., 10 in. diameter fan; wt. each 135 lbs. $.....

All above, one in a crate.

FORGES

CHAMPION EUREKA GEARED

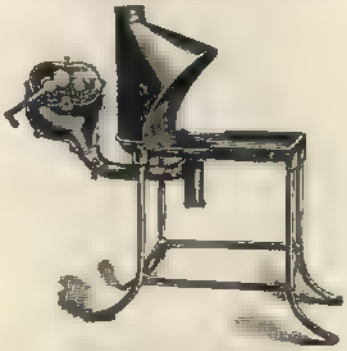
With Half Hood

Cut-geared, crank-driven helical geared blower. Crank turns in either direction. Gear ratio 48 to 1. Oil-tight, dustproof gear case. Cast iron hearth.

Each

No. 143—23x30 in. hearth; 30 in. high; 10 in. diameter fan; wt. each 145 lbs. .....$.....

CHAMPION LANCASTER GEARED AGRICULTURAL



With Half Hood

A well built direct-drive forge and a good blast producer It is well furnished and has same direct gearing for making blast as Lancaster blower and is suitable wherever direct-drive forge with large hood and fan is required

Each

No. 43—23x35 in. hearth, with half hood; 30 in. high; 12 in. diameter fan; wt. each 215 lbs. ....$.....

CHAMPION STEEL RIVET

With Shield

A steel rivet forge for structural work, railroad work, bridge builders and boiler workers. High speed spiral gearing. Crank turns either way to make the blast. Each turn crank produces 46 complete revolutions of the fan wing. Adjustable ball bearings.

Each

No. 401—18 in. diameter round hearth, height 30 in., diameter of fan 9 in.; wt. each 135 lbs. .$.....

All above, one in a crate.

BLOWERS

CHAMPION EUREKA GEARED

With Ball Tuyere Iron and Pipe Complete

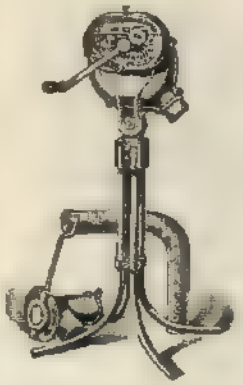
This blower is built with high speed helical gearing, giving 48 revolutions of the blast wheel to one turn of the crank; gearing enclosed in dust-proof oil-tight case; it is smooth running, with crank turning.

Each

No. 140—10 in. diam. fan; 3 steel legs; wt. each 60 lbs. .....$.....

CHAMPION LANCASTER GEARED

Ball Bearing



High speed machine cut helical gearing runs smoothly and noiselessly in a dust-proof oil-tight case; direct driven. Crank turns either way.

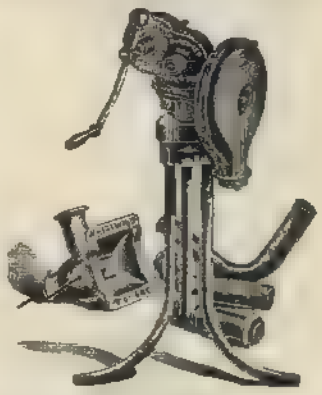
The high speed spindle is equipped with a case-hardened end thrust ball bearing.

Patented adjustable nozzle tuyere iron.

Each

No. 140L—12 in. diam. fan; 4 steel legs; wt. each 100 lbs. .....$.....

CHAMPION FOUR HUNDRED



Ball Bearing

Phosphor bronze and tool steel gearing; complete with "whirlwind" blast anti-clinker heavy nest tuyere iron and piping; crank turned either way to make blast.

Each

No. 400—12 in. fan; wt. each 160 lbs. .....$.....

All above, one in a crate.

YACHTS OF DISTINCTION
BLANCHARD
Builder of Fine Power and Sail Craft for more than forty years
Presents
the Blanchard "33"
Dimensions 33'3" x 24' x 8'9" x 5'
Honduras Mahogany trunk and trim
Kermath "Sea Cub" or equivalent
Sitka Spruce hollow mast
Stainless steel rigging
Sail area 478 sq. ft.
Four berths over 6'
Headroom 6'1"
Sail away $7950.00
383
3
BLANCHARD BOAT COMPANY, INC.
3201 Fairview Ave. No.
SEATTLE 2, WASHINGTON
Capitol 3834

11. Blue-streaked Lory. *(Eos reticulata)*

TOY NEWS AND NEW TOYS

BOB HOPE MEETS MANNASSA MAULER IN AIR FORCE SHOW

Madison Square Garden was packed with 18,000 cheering fans as Bob Hope rushed out to the center of the ring at the sound of the bell and threw a long left jab to Dempsey's chin. It was wide of the mark and the Mannassa Mauler countered with a right cross that grazed Hope's chin. Dempsey followed with two long lefts to the mid-section and as Hope backed away Jack scored with another series of rights to the head and body.

The onslaught angered Hope and he swung wildly with rights and lefts, finally landing a bolo right to Dempsey's chin that sent the former heavyweight champion down. Referee Adolph Menjou started the count, but stopped in the middle to wave Hope to a neutral corner. Dempsey was up at nine, but ringside experts including General Dwight D Eisenhower, General Hoyt S. Vandenburg, Bernard Baruch, and General Carl Spaatz estimated it as the longest count in history.

At the end of the first round, Hope appeared tired but was refreshed in his corner by chief second Jinx Falkenburg, who applied some sweet smelling perfume Meanwhile, over in Dempsey's corner, his chief second, Jack Golomb, president of Everlast Sporting Goods, and screen actor Frank McHugh were busy applying liniment to Dempsey's bruised nose and chin.

The second round ended with Hope running away to keep the advantage he had piled up and Dempsey missed repeatedly with rights and lefts. The 18,000 Air Force veterans gave the unanimous decision to Hope

All this didn't happen during a wild figment of the author's imagination. Last month, (Saturday, September 25), in New York's huge Madison Square Garden, the Air Force Association presented its first annual revue. The event, featuring prominent stars of stage, screen and radio, with Bob Hope and Jimmy Stewart sharing emcee honors, was called Operation Wing-Ding.

No small part of its success went to Jack Golomb of the Everlast Company The day prior to the event, the producers of the Air Force Association's Operation Wing-Ding, Tex McCrary and Joshua Logan, called Jack Golomb, of Everlast, and asked if he couldn't supply Bob Hope with a pair of polka-dot trunks, over-sized gloves and shoes. They needed gloves for Dempsey, odd looking fighting togs and shoes also

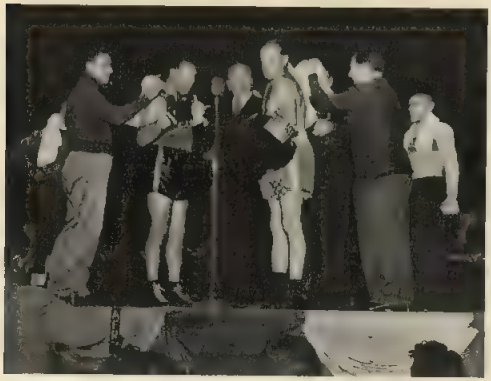
Everything had to be made up special and the producers asked Golomb if the equipment could be available at 12 the next afternoon. It was three P.M. when the call reached the Everlast offices at 26 East 14th Street, in New York

Around the clock the factory worked to produce the needed equipment for the Air Force Association. Special polka-dot material was bought in a New York department store and immediately was cut and stitched to Hope's size. The 46-ounce gloves Hope wore, were filled and sewed in almost record time and Saturday morning, the Everlast truck rolled up to a side entrance of Madison Square Garden with the equipment.

All overtime pay was paid by Everlast and the equipment and services were donated to the Air Force Association.

It appeared then that Golomb's job was through But as main event time rolled around, Dempsey didn't have a second. All eyes turned to Golomb and he immediately was rushed into a second's uniform and stepped through the ropes with Dempsey.

Everlast Sporting Goods Co. played its part. In fact, so well, that the plaudits of the press and public through wires and phone calls swamped the Everlast switch board Monday morning. It was a job well done . . . a job that 2,000,000 Air Force veterans will never forget. Everlast Sporting Goods and Jack Golomb has won a spot in their hearts.



Jack Dempsey and Bob Hope receiving instructions in the center of the ring from Referee Adolph Menjou. The historic boxing match which took place before 18,000 cheering fans at New York's huge Madison Square Garden was a part of the Air Force Association's Operation Wing-Ding. Standing off the side is Jack Golomb, president of Everlast, who supplied all equipment and acted as chief second during the match. Dusting off Killer Hope is screen actor Frank McHugh.

STEINKAMP OPENS NO. 2 TOYLAND

Steinkamp's, "Friendly Service You'll Like," 1120 West Seventh Street, Little Rock, Ark. announced October 3, 1948, the opening of their Downtown Toyland, conveniently located at the Hal Smith Service Company at East Capitol and Scott Streets. This is the company's No. 2 Toyland, and will feature "Many, many wonderful new toys for kiddies six to sixty . . ."

Adolph Wein

A TOY VETERAN PASSES ¾ OF A CENTURY MARK

The many friends of Adolph Wein, well-known toy man, will be interested to learn that this veteran of the toy business celebrated his 75th birthday in his usual hale and hearty manner on October 27th. One of the real old-timers in the toy business himself, Mr. Wein needs no introduction to many other old toy-timers throughout the country. It can be said that he literally grew up with the toy business in America, having seen it ,expand from a tiny infant to the lusty full-grown industry it is today. Together with his brother, Max Wein, he established The American Toy Works back in 1895. The first location of the newborn firm was at 51 Bowery, where the Manhattan Bridge now stands. Expanding volume made necessary a move to 56 Allen Street, and shortly thereafter to 7-8 Chatham Square, where the firm prospered and grew for over 30 years.

As he began to approach the 75-year mark, Mr. Wein felt that it was time to begin to enjoy some of the other pleasures of life that over 54 years of activity in the toy business had denied him. He accordingly sold out his interest in The American Toy Works on July 1st 1944, and has been leading a life of active retirement.

PLUMB BOBS

STARRETT MERCURY

Made from solid steel, nickel plated, bored and filled with mercury. Hardened and ground points, with simple device at top for fastening end of line after winding up Provided with braided silk line.

No.	Length	Diam.	Wt. each	Each
87	4 in.	½ in.	3½ oz.	△$3.50
	5 in.	⅝ in.	6 oz.	△ 4.70
	5½ in.	⅞ in.	12 oz.	△ 5.80
	6 in.	1 in.	16 oz.	△ 6.60

One in a box

ACE

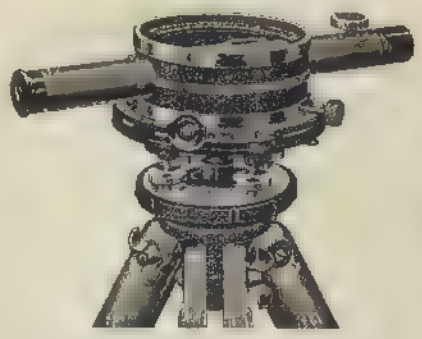
Hexagon steel, ground finish. Screw top.

No.	Wt. each	Per doz.
Ace	6 oz.	$ 8.40
	8 oz	10.00
	12 oz	10.50

One-half dozen in a box

LEVELING INSTRUMENTS

BOSTROM CONTRACTORS' LEVEL



The telescope is 12 to 14 power with minimum focus of 4 feet, fixed cross hairs, stationary eye piece, optical axis adjustment, rack and pinion to objective slide; ground level vial. Telescope and level vial are mounted in a revolving turret which is simply turned over on the leveling plate to check the adjustment of the line of sight. 4-inch movable graduated circle, 6 minute vernier, clamp and slow motion screw, 3 point bearing, steel center post, shifting center, 4 leveling screws, trivet and 5 foot tripod 9 foot rod, target, plumb bob, carrying case and directions are included.

No.	Wt. each	Each
4	18 lbs.	$84.00

One in a wooden case

BOSTROM FARM LEVEL

The telescope is 10 to 12 power with sliding eye piece adjustment and fixed cross hairs. Ground level vial. The telescope and level vial are mounted in a revolving turret which is simply turned over on the leveling plate to check the adjustment of the line of sight. 3 point bearing on the leveling plate, movable graduated circle with lock screw, 3 leveling screws, center screw and spring, and 5 foot tripod. 9 foot rod, target, plumb bob, carrying case and directions are included

No.	Wt. each	Each
2	17 lbs.	$60.00

One in a wooden case

STARRETT TRANSIT

Composed of iron and brass. Consists of tripod, to the head of which is connected an upper plate which can be leveled by leveling screws. Plate is recessed to contain a graduated arc for taking horizontal angles; also holds a triangular frame to which are attached a level, a graduated arc for taking vertical angles, and a telescope 12 inches long, which has cross lines and is adjustable to distances. Includes long extension legs, adjustable from 3 feet 8 inches to 4 feet 8 inches in height. Booklet with directions for setting up and using is enclosed. Furnished in wood carrying case.

No.	Wt. each	Each
99F	20 lbs.	△$57.00

One in a box

STARRETT LEVELING INSTRUMENT

Similar to No. 99F, but the upper plate is connected to the tripod head by ball and socket joint, and is leveled by the leveling screws. Plate is recessed to contain a graduated arc for taking angles, and on the plate is the frame with level and telescope for taking horizontal angles only. Telescope is same as on No. 99F Booklet with directions for setting up and using enclosed. Furnished in wood carrying case.

No.	Wt. each	Each
101C	20 lbs.	△$51.50

One in a box

STARRETT WOOD LEVELING ROD AND TARGET

Made of seasoned stock. Rods have two 4-foot sections which are aligned by a positive locking arrangement, giving a total height of 8 feet. Bottoms of rods are steel capped. Measurement divisions are in red and black figures. No. 999A is divided into feet, inches and quarters. No. 999B is divided into feet and tenths of feet.

No.	Wt. each	Each
999A	1¼ lbs.	△$9.00
999B	1¼ lbs.	△ 9.00

One in a package

△ Factory Lists

Popular Lighters

No. 44L411—Regens Enamel Automatic Storm Lighter. An automatic storm lighter, manufactured by Regens that combines all the excellent features found in expensive lighters. Just press gently on sides of case and top springs open exposing flame. Special steel prolongs life of lighter. Wind guard protects flame for out-of-door efficiency. New improved removable tank serves as a convenient pipe lighter. And its tops in attractiveness with black, red, and chrome modernistic enamel design on sturdy brass construction. Fully guaranteed for one year. Length 2 inches. Each in box.

Each **$1.25** Per dozen **$14.40**

No. 44L410—Regens Chrome Automatic Storm Lighter. Same as above in smooth hammered chrome finish.

Each **$1.25** Per dozen **$14.40**

No. 44L413 — Karsl Lighter. The world's original windproof lighter — surpasses any similar lighter made. Simple thumb pressure produces instant light. Made in Austria, features removable torch, built-a pipe smoker's cleaning. Polished nickel finish. Each in box, twelve to display carton.

Each **$1.00** Per dozen **$10.80**

No. 44L414—Karsl Lighter. Same as above but enamel finish, assorted patterns.

Each **$1.60** Per dozen **$18.00**

No. 44L412—Regens Etched Automatic Storm Lighter. To light, just gently press side of case and top springs open exposing flame. Everyone would be proud to possess this rich gold plated automatic cigarette lighter, beautifully etched in stunning pattern. Features built-in wind guard, removable pipe lighter, and durable brass construction. Rivals the highest priced lighters in beauty and service. Fully guaranteed for one year against all mechanical defects. Height, 2¼ inches. Each in box.

Each **$1.50** Per dozen **$18.00**

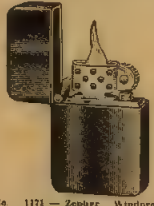
No. 1187 — Regens Automatic Storm Lighter. Same construction as above, but finished in gleaming nickel plate. Length, 2¼ inches.

Each **.95¢** Per dozen **$10.80**

No. 1198—Cigarette Lighter. Features easy-to-load strong spring tension flint chamber. Just a flick of the thumb and a powerful spark is produced to ignite the long lasting wick. Has long snuffing arm to safeguard against smoldering wicks. Large fuel capacity. One filling will last a week or more under ordinary usage. Height, 1¾ inches; width, 1½ inches.

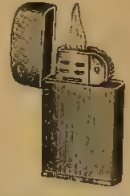
Per dozen **$2.75**

Per gross **$32.00**



No. 1171 — Zephyr Windproof Lighter. Windproof and dependable, it lights instantly under all conditions, even in gale, storm or blizzard. Modernly designed to provide the utmost in durability, it comes in assorted two-tone metallic and enamel finish or attractive hammerloid finishes. With a spring actuated top that is easy to open it features a heavy metal die cast case that contains a reliable compact lighter unit having an extra heavy nickel plated flame guard of sturdy one-piece construction. Flint tension is easily adjusted by means of a concealed set screw.

Each **65¢** Per dozen **$7.20**



No. 44L406—Ingersoll Windproof Cigarette Lighter. Smartest and safest handling lighter on the market today. Lights instantly with a twirl of the thumb. Features one piece construction, life time wick and an extra large fuel chamber. Now available in the currently popular crackle finish. Get them now at new low prices! Packed one dozen in a beautiful three-color display carton or sold separately. Suggested retail price $1.00.

Each . **75¢**

Per dozen . **$8.00**

No. 1[illegible]—Bowers Army-Navy Lighter, Windproof Flameless. Windproof! Thrives on wind—the harder it blows the brighter it glows. Special long lasting 12-inch wick requires no refilling. Automatic self adjusting flint mechanism. Raise the hat upward to expose the wick which is lighted by a flick of the thumb. One dozen on display card.

Per dozen . . **$1.80**

No. 1618—Flare Pocket Lighter. A luxurious long slender pocket lighter that is highlighted by a sparkling, polished nickel plated finish. Has a simple, sturdy, dependable lighter mechanism that assures years of safe factory service. This 2¾-inch nationally advertised lighter features a spacious fuel capacity a single filling lasts for two weeks or 1,000 lights. Excellent for a man's pocket, or a woman's purse. Each in attractive self-selling box.

Per dozen **$2.25**

No. 1619 — Petite Pocket Lighter. A modernly styled purse or pocket size lighter. Beautifully made of heavy metal with attractive enamel finish in assorted gay colors. Has reliable lighter mechanism with adjustable flint tension. Easily refilled. Delightfully dainty this lighter is preferred by many women. Length 3 inches.

Per dozen **$2.10**

Per gross **$24.00**

No. 44L405 — Kem Bowling Pin Lighter. A pocket lighter packed with sales appeal. Made of ivory colored polished plastic in the sleek shape of a miniature bowling pin, it has a decorative red neck-band trim. Equipped with a thumb-wheel mechanism long lasting wick, strong spring flint tension and extra large fuel chamber. Length, 3 inches.

Per dozen **$2.75**

No. 3062—Windproof Lighter. Will light in a gale no matter how hard it blows. Has sparkling nickel plate finish and features self adjusting flint mechanism. Spacious fuel compartment. Has long asbestos wick of sufficient length and quality to last for years. Small, easy to carry around. A boon to men and women. Packed one dozen on card.

Per dozen **$2.10**

Per gross **$24.00**

Lighters • SMOKERS ACCESSORIES • Cases

No. 2857 — Lektrolite Flameless Lapel Cigarette Lighter. A lighter with the endearing appeal of a treasure. There's no other lighter like it. Simply insert end of cigarette inhale and presto it's ignited. No wheels, no wicks, no flints no sparks—nothing but a dependable light every time even in a gale. Has a smart Lumigold case enriched with a glistening simulated gold cap and a fine genuine braided leather chase lapel button. A lighter of great distinction. Attractively packaged with 1 oz container of fluid.

Each . . . $1.60

Per dozen . . $18.00

No. 2070—Lektrolite Fluid. Lektrolite Flameless Lighters must have Lektrolite Fluid to work properly. Here truly is a remarkable sales item. A large generous size bottle that retails at 25c each. Thousands of Lektrolite users must shop around until they obtain Lektrolite fluid because it is requisite to them. Odorless and smokeless it just can't be beat. Put up one fluid ounce in modernistic glass bottle, packed one dozen bottles in carton.

Per dozen . . . $1.80

No. 3036 — Lektrolite Flameless Key Chain Cigarette Lighter. It's the one lighter that is ornamental as well as useful. Crafted like fine jewelry it has a Lumigold case with sparkling simulated gold cap and short stirrup-mode, key-chain attached. Beauty with a purpose for people who like the practical. Insert end of cigarette, inhale and you have an instant light. No moving mechanical parts—nothing but a dependable light every time—even in a storm. Appealingly packaged with 1 oz. container of fluid.

Each . . . $1.60

Per dozen $18.00

No. 1157—Lektrolite Flameless Cigarette Lighter. A sensational lighter that has no gadgets to get out of order, no wheels, no spark, no flare—absolutely flameless. Just insert tip of cigarette, push button-end in, draw on cigarette and it's lit. Sturdily made of satin silver finish metal. Also included with each lighter is a 1 oz. can of genuine Lektrolite lighter fluid. Each in display box.

Each $1.05

Per dozen . . $11.88

No. 1170—Plastic Cigarette Package Holder. Tops 'em all in serviceability and appearance. Sturdily made in graceful modern style of durable lustrous plastic in assorted solid tone or marble-effect bright colors. Holds regular size pack of cigarettes.

Per dozen . . . . . 85¢

No. 1194 — Plastic Cigarette Case. Accommodates a full pack of regular size cigarettes. Protects against accidental crushing and preserves factory freshness. Made of plastic, molded in a new ultra modern ribbed design with a hinged tip-style lid of tortoise-like plastic in assorted opaque and transparent colors. Width 3 ½ inches.

Each . . . . . 30¢

Per dozen . . . $2.80

No. 1178—Vuadex Plastic Cigarette Case. The ideal cigarette case that is smart for personal or home use. Durably and attractively made of transparent plastic in lovely red or blue shades, and ribbed in an ultra-modern pattern. Holds 20 regular size cigarettes each one protected from air, moisture, and crushing. Drop lid simplifies dispensing.

Each . . . . . 40¢

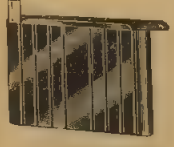
Per dozen $4.00

No. 4225 — Cigarette Package Holder. A popular holder that accommodates a full package of cigarettes. Preserves freshness and prevents crushing. Simply slip the entire package, wrapper and all into the holder and it's ready for use. Beautifully made of assorted grained leathers with reliable metal zipper closure for added value.

Per dozen $1.75

No. 1178—Adjustable Pipe Reamer. Constructed of steel, it is spring activated and self adjusting. Because of its compact size and shape, it can be carried easily in any pocket. Perfect for reaming pipe bowls of all sizes. Packed one dozen on an attractive display card.

Per card $1.75



No. 1186—Bakelite Cigarette Case. Newest wafer thin design that is not bulky to carry in pocket or purse. Crafted of lustrous jet black Bakelite it preserves the factory freshness of cigarettes and prevents harmful crushing. When the lid is said back, up pops a cigarette just as firm and fresh as when you put it in the case. Handy in size for men or women it holds ten regular size cigarettes.

Per dozen . . $2.80

No. 1158—Plastic Match Box Holder. Just the thing for cigar stores, novelty shops, drug stores, etc. Sells fast because everybody buys 'em. Holds full book of safety matches. Molded of bright plastic in assorted gay colors with contrasting embossed figure on lid. Has open space for striking surface for added convenience. Size, closed, 1¾ x 2¼ inches.

Per dozen . . . . . 75¢

Per gross $6.00

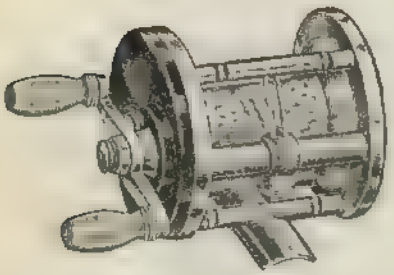
No. 3005—Aztec Tobacco Freshies. Aztec Freshies keep tobacco mellow and moist indefinitely. Freshies are molded of a special moisture retaining composition in a perforated aluminum case. Simply dampen and place in any tobacco pouch, can or humidor. Packed one dozen on display card.

Per card . . . . 75¢

FISHING REELS

LEVEL WINDING CASTING

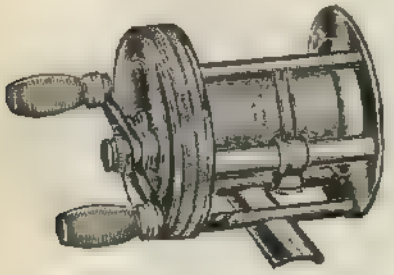
COXE



A high grade level winding reel with positive anti-backlash action. Free floating live axle feature with the Coxe cross bolt design. Bakelite end plates reinforced with chrome plated brass. Lightweight spool with cork arbor. Easy take-apart design.

No.	Capacity	Wt. each	Each
25C	100 yds.	7¾ ozs.	★$33.00

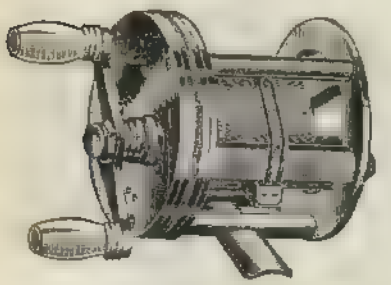
COXE



Level wind, anti-backlash design made with high grade brass end plates, heavily chrome plated. Coxe cross bolt construction. Featherweight spool with cork arbor. Take-apart design. All metal parts chrome plated.

No.	Capacity	Wt. each	Each
10C	100 yds.	7½ ozs.	★$16.50

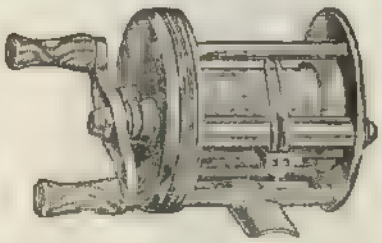
COXE



Level winding anti-backlash reel fitted with the new Coxe live axle, free floating design. High grade brass end plates, heavily chrome plated, with other metal parts chrome plated. Aluminum lightweight spool with cork arbor.

No.	Capacity	Wt. each	Each
[illegible]	100 yds.	7½ ozs.	★$11.00

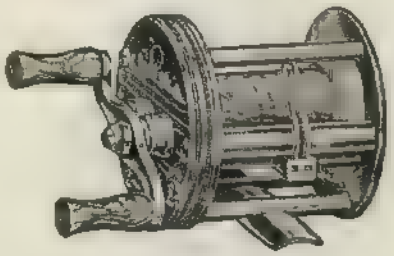
BRONSON'S LASHLESS



Level wind construction with highest quality brass, chrome plated end plates and chrome plated metal parts. Drag tension bearing adjustment. Lightweight aluminum spool with cork arbor. Duo-pawl mechanism and adjustable spool caps.

No.	Capacity	Wt. each	Each
1700	100 yds	7½ ozs.	★$8.25

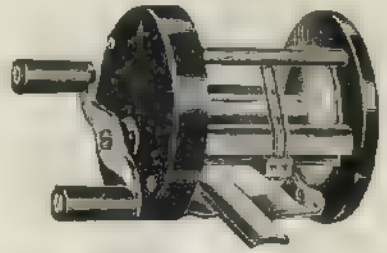
BRONSON'S MERCURY



A level winding reel, made of high grade brass, heavily chrome plated. Three piece take down design. Lightweight aluminum spool, fitted with cork arbor. Duo-pawl mechanism and adjustable spool caps.

No	Capacity	Wt. each	Each
2550	100 yds.	7 ozs	★$5.50

BRONSON'S ALTOONA



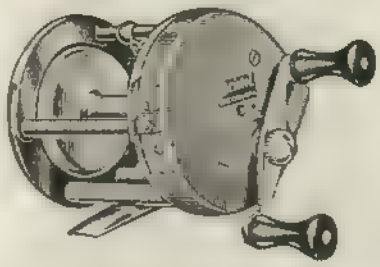
A full quadruple multiplying level winding reel with walnut bakelite side plates. Metal parts are heavily nickel plated. Adjustable click and take-down construction.

No.	Capacity	Wt. each	Each
4250	100 yds.	7 ozs.	★$2.75

All above, one in a carton

★ Factory Suggested Resale Price

BRISTOL



The electromatic casting reel, new in principle and design. Non-friction braking action developed by induction current, through copper disc on end of spool, revolving opposite alnico magnets, thus increasing or decreasing the strength of the magnetic field. Also reduces the overturn of spool, limiting backlash. End plates made of aluminum alloy.

No	Capacity	Wt. each	Each
60B	100 yds.	7¼ ozs.	★$26.40

BRISTOL

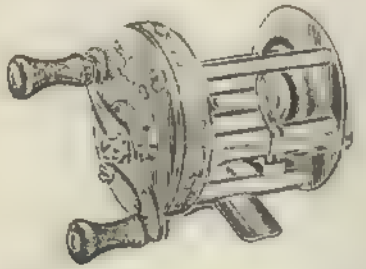
Multiple action reel, designed exclusively for use with telescopic rods. Can be used to fly cast, bait cast or for shell fishing. Light aluminum spool. Gunmetal baked enamel finish with colored plastic handles.

No.	Capacity	Wt. each	Each
63	100 yds.	5 ozs.	★$4.95

FISHING REELS

LEVEL WINDING CASTING

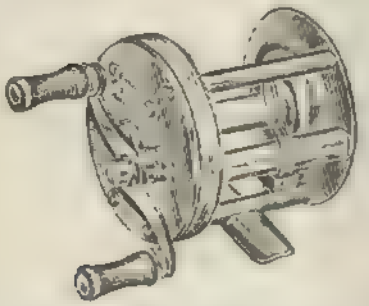
KALAMAZOO SPORTSMAN



A high grade level winding reel. Phosphor bronze bearings. Adjustable jeweled spool caps and adjustable thumb casting drag. Chrome plated over nickeled brass plates. Onyx head ring with handles to match. Cork arbor with each reel.

No.	Capacity	Wt. each	Each
1721	100 yds.	8¼ ozs.	★$9.60

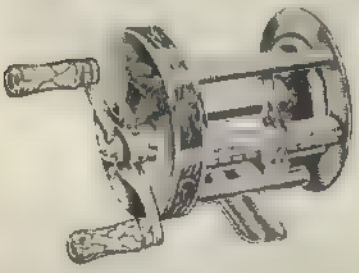
KALAMAZOO CHALLENGER



Level winding reel, made of high grade brass, heavily chrome plated over nickel. Phosphor bronze bearings. Adjustable drag. Three piece construction. Moulded plastic head ring with handles to match

No.	Capacity	Wt. each	Each
1718	100 yds	7⅝ ozs.	★$7.60

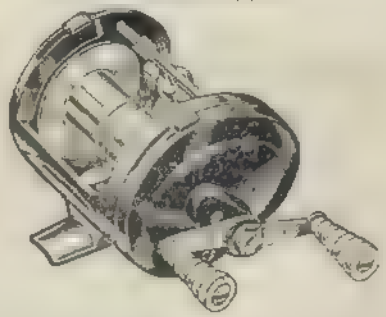
KALAMAZOO ATLAS



Level winding reel, made of brass, nickeled and then chrome plated. Adjustable spool caps and adjustable drag Three piece construction. Plastic head ring with black and white Pyralin handles.

No.	Capacity	Wt each	Each
1708	100 yds.	7½ ozs.	★$6.10

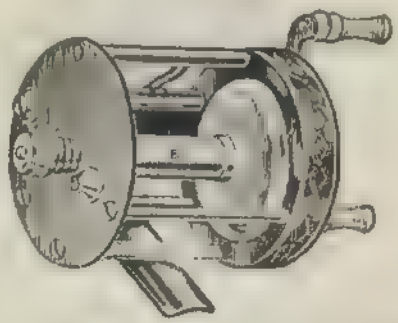
OCEAN CITY



New streamlined precision made deluxe casting reel. A featherlight, perfectly balanced, smooth action reel with super-sensitive casting control. Self-aligning bearings and lightning fast, one piece zephaloy spool. Built-in smoothcaster anti-backlash control, located on right side plate. All exterior metal parts anodized green. Each reel packed in a chamois bag.

No.	Capacity	Wt. each	Each
2000	100 yds.	6 ozs.	★$20.00

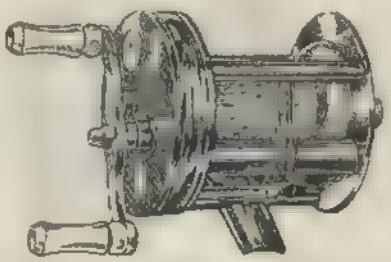
OCEAN CITY



An anodized-finish level winding reel made of lightweight zephaloy. Oilite bearings with smoothcast control which eliminates backlash. Three piece take-apart construction. Quadruple multiplying.

No.	Capacity	Wt. each	Each
1999	100 yds.	9 ozs.	★$9.95

OCEAN CITY



Precision built, chrome plated brass with smoothcaster control that eliminates backlash. Aluminum spool and cork arbor. Quadruple multiplying

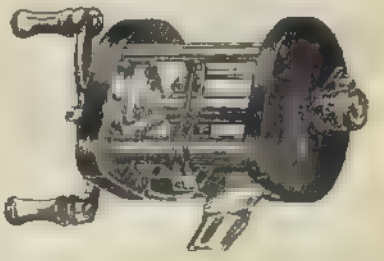
No.	Capacity	Wt. each	Each
970	100 yds	9 ozs.	★$7.50

OCEAN CITY

A new designed casting reel. Side plates of hard aluminum, satinlike lacquer finish. Lightweight, free running spool with permanent cork arbor and level wind mechanism, and anti-backlash control.

No.	Capacity	Wt each	Each
1600	100 yds	7¼ ozs.	★$5.00

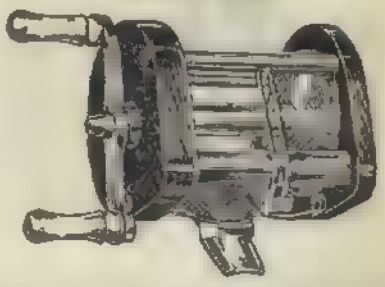
OCEAN CITY



Anti-backlash, smoothcaster control bait casting, level winding reel with bakelite side plates and aluminum spool with solid cork arbor. Quadruple multiplying. Chrome plated metal parts. Double grip handle with tenite handle knob.

No.	Capacity	Wt. each	Each
1591	100 yds.	8 ozs	★$4.00

OCEAN CITY



Quadruple multiplying level winding casting reel with bakelite side plates and nickel plated frame and spool. Shaped handle with tenite knobs.

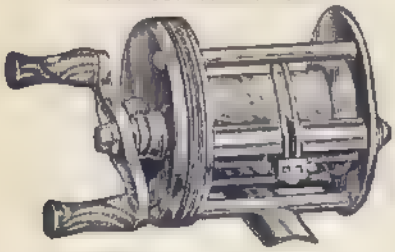
No.	Capacity	Wt each	Each
1581	100 yds.	5½ ozs.	★$2.75

All above, one in a carton

★ Factory Suggested Resale Price

FISHING REELS

BRONSON LASHLESS



Level Winding, Anti-Back-Lash, Quadruple Multiplying

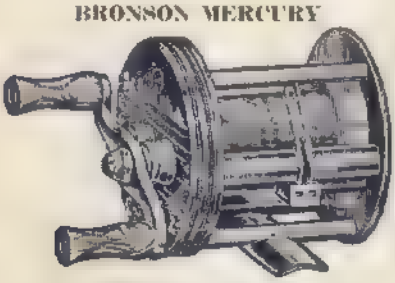
Heavily chromium plated brass; new aluminum spool, 28% lighter, fitted with cork arbor; adjustable click on tail plate; duo-pawl mechanism; "S" crank with comfortable shaped colored handles.

A newly devised spool bearing mechanism provides a highly sensitive anti-back-lash feature. Accurately adjusted to all variation in lure weight style of anglers cast, by turning tail plate spool bearing on left end of reel.

Each

No. 1700—Cap. 100 yds., diam. of spool 1½ in., length of pillars 1¾ in., wt. each 9 oz. ..... $.

BRONSON MERCURY



Level Winding, Anti-Back-Lash, Quadruple Multiplying

Chromium plated brass frame; head cap and tail plate decorated. Aluminum spool fitted with cork arbor. Jeweled, adjustable spool caps; duo-pawl; adjustable click; hardened steel ratchet and pawl; chromium plated level winding screw; pillard rod clip; balanced crank with black and white grips.

Each

No. 2550—Cap. 100 yds., diam. of spool 1½ in., length of pillars 1¾ in., wt. each 8¼ oz.... ...$.

BRONSON ALTOONA

Level Winding, Quadruple Multiplying

Bright nickel plated flash, walnut bakelite head and tail plates, with tapered crank handle grips to match, three piece take down construction. Improved click, metal bridge molded into bakelite head cap serves as bearing surface for points of wear and affords perfect alignment of reel.

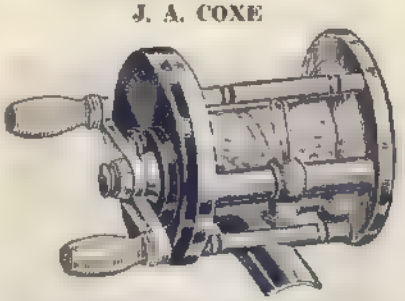
Each

No. 4250—Cap. 100 yds., diam. of spool 1½ in., length of pillars 1¾ in., wt. each 7 oz. ..... $.....

All above, one in a box.

FISHING REELS

J. A. COXE



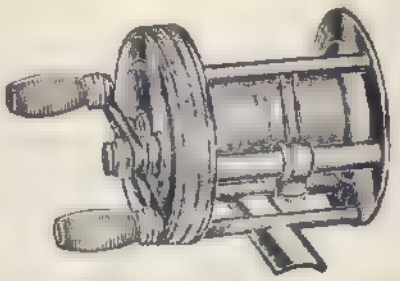
Level Winding, Free Spool Mechanism, Quadruple Multiplying

Nickel silver throughout, with end plates of highest grade, black, molded plastic obtainable; cross-bolt, gear shaft and level winding pawl of monel metal which is hard and rust proof.

The free spool mechanism eliminates the spinning handle when cast is made. Coxe cross-bolt take-down construction, one piece frame, no screws. Cork arbor.

Each

No. 25C—Cap. 100 yds., 16 lb. test silk line, diam. of spool 1½ in., length of pillars 1¾ in., wt. each 8 oz. ... ... $ ..



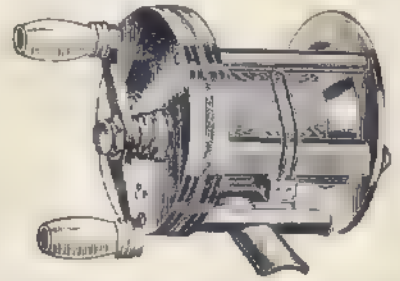
Level Winding, Cross-Bolt Construction, Quadruple Multiplying

Constructed throughout of high grade brass, chromium plated, gear shaft oiling feature; feathertouch thumb drag; new type level winding mechanism; featherweight spool; cross bolt take down construction; monel metal gear shaft, level winding pawl and cross bolt; adjustable click on tail plate. Cork arbor.

Remarkable in its simplicity, durability, unique design and smooth, free cross casting qualities.

Each

No. 10C—Capacity 100 yds., 16 lb. test silk line, diam. of spool 1½ in., length of pillars 1¾ in., wt. each 8¼ oz. . $.



Level Winding, Cross-Bolt Construction, Quadruple Multiplying

Heavily chromium plated brass throughout, feather weight aluminum spool; smooth action thumb drag, ivory colored handle grips adjustable click.

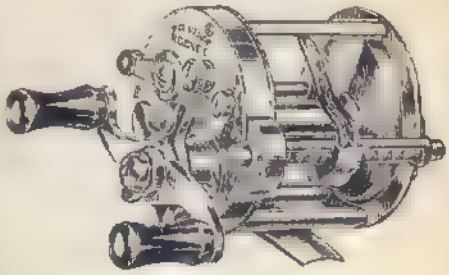
Each

No. 60C—Cap. 100 yds., 16 lb. test silk line, diam. of spool 1½ in., length of pillars 1¾ in.; wt. each 8 oz. ..... $ ....

All above, one in a box.

FISHING REELS

PFLUEGER ROCKET, SALT WATER OR TROLLING



Level Winding, Anti-Back-Lash, Gear Ratio 3.62 to 1

Polished diamolite finish; highest quality level wind mechanism with extra pawl of half nut in a receptacle built into the reel; adjustable star wheel drag may be thrown on or off by lever conveniently located on upper edge of front plate; tension oil cups permit adjustment of end play of spool; all parts easily oiled; large diamalloy pivots; bronze bearings; balanced crank with double handles.

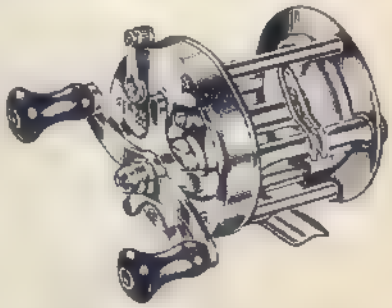
Compact, convenient in size, built for hard usage and long service.

Each

No. 1335—Standard spool, cap. 110 to 288 yds., diam. of plates 2½ in., length of pillars 1⅞ in.; wt. each 14 oz. . . ... $....

One in a box.

SHAKESPEARE SERVICE, TROLLING



Level Winding, Free Spool, Star Wheel Drag

Brass frame, chrome plated over nickel; phosphor bronze spool bushings, polished steel spool journals and gear staff; end thrust bearings; hard drawn brass gears, steel pinion; cadmium plated ratchet and pawl, operated by thumb button on tail plate; adjustable quick throw-off star drag renders crank non-reversing when drag is operated. With leather thumb brake.

Each

No. 1944—Cap. 150 yds. 18 lb. test silk line or No. 9 cuttythunk, diam. of spool 1⅞ in., length of pillars 1¾ in.; wt. each 12 oz..$.....

One in a box.

FISHING REELS
PFLUEGER SAL-TROUT, FLY

Single Action, for Fly Casting and Trolling

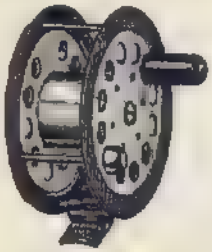
Satin gunmetal finish; perforated removable spool; non-corrosive diamalloy axle; adjustable back sliding tempered steel click; black rubber handle.

Each

No. 1554—Cap. 100 yds of size "G" line, diam. plates 3½ in., length pillars 1⅞ in.; wt. each 4¼ oz..$.....

One in a box.

PFLUEGER PROGRESS, FLY



Single Action, Round Pattern

Satin gunmetal finish, aluminum spool; one-piece perforated back plate; steel axle; adjustable back sliding tempered click; rubberoid handle.

Each

No. 1774—Cap. 75 yds. size "G" line, diam. plates 2⅞ in., length pillars 1 in.; wt. each 4½ oz...$...

One in a box.

SOUTH BEND OREN-O-MATIC, FLY

Automatic, Silent, Free Stripping

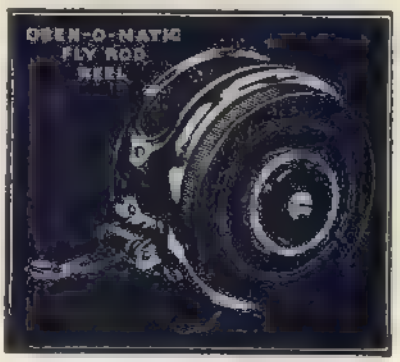
Natural aluminum finish, with chrome plated line guide and anodized frame; stainless steel rod clip; automatic line brake prevents broken leaders.

Each

No. 1125—Cap. 50 yds. size "G" line, diam. of spool 3 in., depth of frame 1 in.; wt. each 8½ oz.$ ....

One in a box.

FISHING REELS
SOUTH BEND OREN-O-MATIC



Automatic, Silent, Free Stripping

Maroon anodized frame; stainless steel rod clip; chrome plated guide.

Fits rod in natural balanced position, preventing canting; line can be stripped without operating finger trigger; extra long, extra strong spring retrieves 25 to 30 yards of line; large knurled spring release operates easily; automatic line brake prevents broken leaders; chrome plated line guide

Each

No. 1130—Cap. 50 yds size "G" line, diam. of spool 2⅞ in., depth of frame 1 in.; wt. each 8½ oz. ..... .$.....

One in a box.

REEL SPOOL FILLERS
PFLUEGER CORK ARBOR

Especially designed for use on Pflueger Supreme, Summit, Nobby and Akron reels.

Made of best quality natural cork, accurately turned and split so as to be readily attached

No. 412—For Supreme Reel Only

Arbor size, in. .... . ⅜ 1
Per dozen ... .$.... ... .

No. 413—For Summit, Nobby and Akron Reels

Arbor size, in...... ⅜ 1
Per dozen ....$.. . .

Weight per dozen 2½ ounces.

One dozen in a box.

REEL EDGE CUSHIONS
PFLUEGER COMFO RING

Particularly appeals to the caster who is accustomed to "palm" the reel while retrieving the line, cushioning the edge, doing away with all cramping or fatigue and affording the utmost comfort.

Made of best quality soft rubber.

Per dozen

No. 430—For Pflueger Supreme ..$.....
No. 431—For Pflueger Summit, Nobby and Akron ....

Weight per dozen 7 ounces.

One in a cellophane envelope.

REEL HANDLE COVERS
PFLUEGER E-Z GRIP

Made of best quality soft rubber of a size to fit the handles of all standard fresh water reels. A great convenience for the angler, cushioning the handle affording an "easy" grip and lessening the fatigue of reeling in.

Per dozen

No. 410—Wt. per dozen 1¼ oz ..$.. ..

One dozen in a box.

REEL OIL
PFLUEGER SPEEDE

Prevents a sticky and jerky action on a fishing reel.

Will not gum or thicken, become rancid or evaporate and is proof against rust.

Put up in cork lined, screw cap bottle with wire oil dropper.

Per dozen

No. 379—⅜ oz. bottle; wt. per dozen 1⅞ lbs. ....$. ..

One-half dozen in a display carton.

REEL GEAR GREASE
PFLUEGER RUNFREE

A combination of proven lubricants in a collapsible tin tube. Clings to the teeth of the gear; will not gum or retard speed of the drive.

Per dozen

No. 2120—Wt. per dozen 8 oz. ....$.....

One tube in a box, one dozen boxes in a carton

LUBRIPLATE

For use on fishing reels and guns. Has excellent penetration and lubrication qualities and does not retard speed on casting reels. Its high film strength prevents wear

Also prevents rust, corrosion and pitting

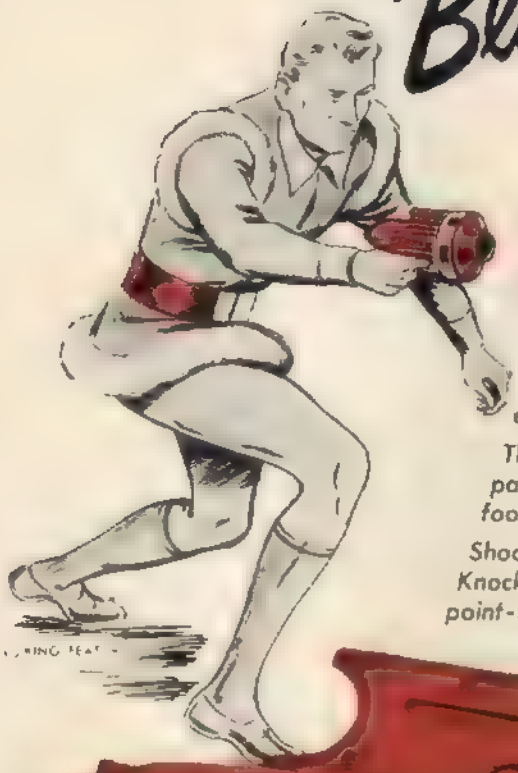
Per dozen

Lubriplate—⅝x3½ in. tube; wt. per dozen 3 lbs. .....$....

Three dozen tubes in a display carton.

Blasting Sales Records all over America

The sensational new FLASH GORDON AIR-RAY GUN



Here's the amazing new Air-Ray Gun that made sensational profit history in pre-Christmas tests in every section of America . . .

The Flash Gordon Air-Ray Gun dramatically answers parents' demands for an exciting action toy that's foolproof . . . safe as the air you breathe.

Shoots a harmless jet of air with amazing accuracy. Knocks down cardboard targets, yet can be fired point-blank with absolute safety.

The Flash Gordon Air-Ray Gun is sturdily made of heavy gauge sheet aluminum, with precision machined working parts.

Easy to demonstrate. Sells on sight. Every sale brings in an average of three more

Order now for early delivery.

AT THE TOY FAIR

See a dramatic demonstration of the new Flash Gordon Air-Ray gun at the Budson Company showrooms at the New York Toy Fair. Room 511, Hotel Breslin, New York City.

Manufactured and Distributed by

THE BUDSON COMPANY

CHULA VISTA, CALIFORNIA

DIMENSIONS

LENGTH 10½ Inches . . . WEIGHT 12 Oz.

Packed in attractive sales-minded cartons.

At the

TOY FAIR

See Our "Wee-Bit-of-Heaven" and . . .

Our 5-inch and 9-inch Dolls. Exquisitely Dressed and Expertly Made, which have proved extremely popular in toy departments of the nation. . . . Consumer acceptance has been enormous, and we are looking forward to a still greater demand. These Dolls offer the toy dealer a real opportunity for ready sales and satisfactory profits.

HOLLYWOOD DOLL MANUFACTURING COMPANY

Factory:
1708 Standard Avenue
Glendale 1, Calif.

San Francisco
McClelland & Sidebottom
Room 968, 1355 Market Street
UNderhill 1-2727

New York
Chas. H. Carroll
Room 351
200 Fifth Avenue
GRamercy 3-5470

Chicago—Charles H. Carroll, 1421 Merchandise Mart
222 E. Bank Drive Superior 6650-6651

Bernard H. Baum (right), president of the Effanbee Doll Co., Inc. presents the first Howdy Doody doll to Bob Smith, who is master of ceremonies and supplies the voice of the puppet, Howdy Doody on television's popular children's show. Effanbee a subsidiary of Noma Electric Corporation, is making the Howdy Doody doll exclusively.

EFFANBEE DOLL CO. ANNOUNCES NEW "HOWDY DOODY" DOLL

The Effanbee Doll Company, Inc., known for 38 years for its line of "Golden Heart" dolls, is introducing the "Howdy Doody Doll," an almost exact replica of the popular television puppet, according to Bernard H. Baum, president. The Effanbee company recently signed an exclusive contract for manufacture of the doll with Bob Smith, master of ceremonies of "The Howdy Doody Show" and creator and voice of the children's popular television character. Effanbee is a subsidiary of Noma Electric Corporation, makers of Christmas tree lights and decorations.

Standing 21½ inches in height, the new Howdy Doody doll is dressed in the same Western costume worn by its puppet namesake—from "ten-gallon" hat down to miniature Western boots. Introduction of the Howdy Doody doll nationally marks another successful step forward in the relatively short life of the star of one of television's most popular programs. Bob Smith, who got his start in radio in his native Buffalo in 1933, first introduced the Howdy Doody puppet to a television audience in February of this year.

Howdy's following of "little people" quickly grew and soon the "Howdy Doody Show" was lifted from a one-station, once-a-week status to the full NBC Eastern television network, five afternoons a week A campaign promoting Howdy for president has made the puppet "the kids' only choice." Of course, Howdy's platform would be inviting to any youngster with such planks as: three Christmases a year; bigger allowances; 5-cent banana splits with four balls of ice cream, no homework; six months' vacations; and free admission to all circuses, rodeos and movies. Commenting on Effanbee's newest product, Mr. Baum said that the Howdy Doody doll will meet the "demands" of children for a popular Western character doll.

Bob Smith, popular NBC radio and television star, officially introduces the "Howdy Doody doll," newest product of the Effanbee Doll Co., Inc., at an impromptu show for children in Macy's, New York, on Saturday morning, October 23.

SELCHOW & RIGHTER PRESIDENT HONORED AT 25TH ANNIVERSARY DINNER

Miss Harriet T. Righter, President of Selchow & Righter Company, was guest of honor at a formal dinner, tendered by the Company's Board of Directors, on the occasion of Miss Righter's 25th anniversary as President of the firm The dinner was held on Thursday, October 21st at Louis Sherry's in New York City. Following cocktails in the lounge, the assemblage gathered around a festive board that was unanimously voted by all present to be just about the last word in epicurean delight The seating arrangement contributed a home-like atmosphere and served to emphasize just what the occasion really was—a Selchow & Righter family party With the serving of after dinner coffee, Treasurer Frank W. Stone, after a few introductory remarks, presented a beautiful wrist watch and gold watch bracelet to Miss Righter as a token of appreciation from the Board of Directors. This was followed by a brief talk from Vice President L. K. Anderson, who, on behalf of the firm's Executive Committee, presented Miss Righter with a sterling silver choker necklace and matching earrings. Following the talks evidencing such a high display of esteem by her business associates, Miss Righter responded to the tributes in her usual charming and gracious manner with words of thanks for their good wishes and the loyal cooperation that has been accorded to her during her twenty-five years as President of the company.

NEW GOLDBLATT STORE

Marking the completion of their sixteenth store, Goldblatt's department store chain has announced that it is planning a grand opening shortly Located at Grand and Harlem Avenues, Chicago, the new store is drawing wide attention from retailers because of its unique designs and modern innovations planned for new merchandising methods and utilization of space. Civic officials and celebrities will spark the opening in special street ceremonies

Every type of merchandise offered in major retail outlets will be featured in the sixty thousand square feet of selling space. Strategically located to the company's large warehouse, at Ashland and Archer Avenues, the Grand and Harlem store will have an easy flow of merchandise to its doors and will be able to speedily handle customer's demands and delivery.

Air conditioning and effective modern lighting are among the store's many features. Natural outdoor light streams in through the building's revolutionary visual [illegible]

NEW TOY STORE

Joe T. Dehmer's 555 Store, Jackson, Miss., announced the opening of their 555 Toyland September 26, 1948

Miss JACQUELINE

(Pat. pend.)

THE SWEATER GAL

Stands 7½" high.
Two-tone Ensemble is

100% PURE WOOL KNIT!

Assorted colors. Individually packed in decorated Acetate Container. 1 dozen to box.

•

STUNNING! A 100% PURE CASH REGISTER RINGER!

• WIRE • PHONE for IMMEDIATE DELIVERY

Representatives.
HARMOR & CO., INC
Hotel Breslin, N. Y. C.

BESS WARNS
Merchandise Mart
Chicago 54, Ill.

$1.49
Suggested Retail

TOY - DOLL & NOVELTY CO.

583 Sixth Ave., New York 11, N. Y. WAtkins 9-4836, 5133

A BIG CHAIR FOR LITTLE FOLKS

BUILT JUST LIKE MOTHER'S AND DAD'S BEST CHAIRS

"ROCKSWELL"

The Ideal Christmas or Birthday Gift for Any Child from 3 to 10

Here's a real knockout for your holiday and everyday selling. A child's rocker that's built by experienced upholsterers—built just like the finest adult chairs. Snappy, good looking, comfortable — and really rugged. Built of hardwood, thoroughly dried, fully doweled and glued, corner blocks screwed. Leatherette upholstery in red and blue. Frame finish is mahogany. Immediate shipments. Newspaper mats furnished. Write for complete information.

BOLIN FURNITURE CO., INC.
HARRY M WOLFE, General Sales Mgr.
666 LAKE SHORE DRIVE
CHICAGO 11, ILL.

PISTOLS

That Pack A Profit!

No. 25
8½"

No. 25—LONE RIDER. Single shot, repeating action cap pistol. Has ivory acetate handle with bucking horse design, raised scroll work, easy action trigger. Individually boxed, 3 dozen to carton.

No. 50
8½"

No. 50—RANGER. Western style, single shot repeating action cap pistol. Has engraved scroll work, large full size horsehead design, ivory acetate handles, sure shot trigger action. Individually boxed, 2 dozen to carton.

No. 2
9"

No. 2—TRIGGER. Break-barrel, 50 shot, roll cap repeating action cap pistol. Beautiful raised scroll work, ivory acetate grips with steerhead and bucking bronco design, rapid fire action mechanism. Individually boxed, 2 dozen to carton.

No. 40
9¾"

No. 40—CHAMPION De luxe break-barrel, 50 shot, roll cap repeating action cap pistol, with automatic finger release to break barrel, large full sized engraved horsehead design, ivory acetate grip handles, rapid firing western style pistol. Individually boxed, 1 dozen to carton.

MAKERS OF
GENE AUTRY
COWBOY HATS
•
HOLSTER SETS
•
COWBOY SUITS

Order Now for Spring Sale

M. A. HENRY CO.

1107 BROADWAY
NEW YORK 10, N. Y.

50' STEEL CRUISER

SLEEK LINES •

• STRONG HULLS

BURGER STANDARD CRUISERS AND MOTOR SAILERS

Burger Boats, built from combinations of standard designs, give you economy in first cost and upkeep without sacrificing the custom-built qualities of strength, grace, and owner requirements.

All Burger designs may be built in wood or steel, with custom arrangements and construction to suit the desires of the owner.

67' STEEL CRUISER

57' STEEL CRUISER

40' WOOD CRUISER

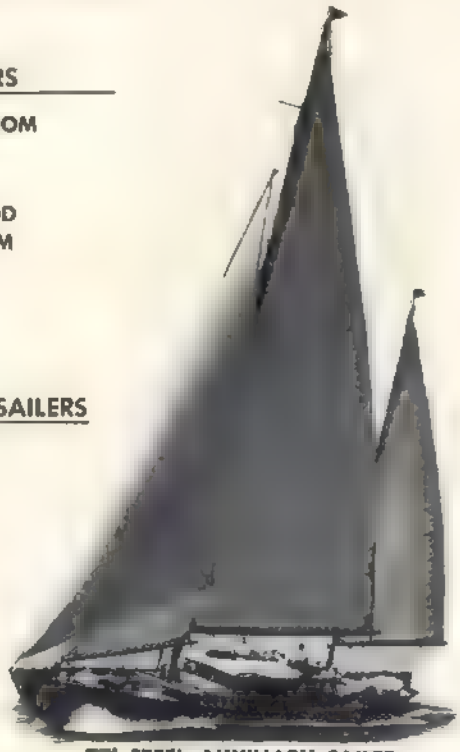
BURGER CRUISERS

WOOD; V-BOTTOM
40'

STEEL OR WOOD
ROUND BOTTOM
50'
57'
67'

BURGER AUXILIARY SAILERS

STEEL OR WOOD
ROUND BOTTOM
52'
60'
69'
77'
90'



77' STEEL AUXILIARY SAILER
PHILIP L. RHODES, Designer

Proprietors of Enlarged Facilities for Building, Storing, Dry-Docking and Reconditioning

BURGER BOAT COMPANY
MANITOWOC · WISCONSIN

PRINTED IN THE U. S. A.
RUMFORD PRESS
CONCORD, N. H.

Neo-Angle Bath, Companion Lavatory, Master One-Piece Closet Sun-Rad Radiator

Sell with Confidence

You can sell with confidence when you sell American-Standard Plumbing Fixtures. For more than half a century the plumbing trade have found these quality products to be assurance of lasting customer satisfaction.

American-Standard Plumbing Fixtures are made of finest materials and backed by research engineering, and production facilities that are second to none. That's why your customers find American-Standard styling consistently superior, performance always dependable, and colors perfectly matched.

All American-Standard Plumbing Fixtures are identifed by that well known, widely advertised symbol of finest quality—the Mark of Merit. Point it out to your customers when they buy. It will mean better business for you!

THIS POPULAR ITEM SELLS THE YEAR AROUND!

AFFORDS PROFITABLE REPEAT SALES IN EXTRA FILMS, BATTERIES, BULBS

$3.00 PRICE FIXED
GUN, 4 FILMS AND 2 BATTERIES

FASCINATING! ENTERTAINING! EDUCATIONAL!

A Perfect Educational Toy For Children

THE SENSATIONAL Auto-Magic PICTURE GUN

SHOWS ACTUAL MOVIES AT HOME—with just a click of the trigger! This sensational toy is a quick attention-getter . . . a *sell-out* every time it's put on display. Easy to load, easy to use, the AUTO-MAGIC Gun appeals to young and old alike. Projects pictures on any flat surface: wall, ceiling, floor. Film sets depict nursery rhymes, children's classics, historical subjects, airplanes, ships, trains, action and adventure pictures, nature and animal stories. Ideal for fast counter sales. The outstanding toy item for 1947—a proven success

NATIONAL Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

STEPHENS PRODUCTS CO., Inc. 700 JAMAICA AVENUE BROOKLYN 8, NEW YORK

THE SALE OF AN Auto-Magic PICTURE GUN IS JUST THE BEGINNING . . .

Your EXTRA PROFITS come from the continuous sale of EXTRA FILMS!

THE Auto-Magic FILM LIBRARY OFFERS *THRILLS, COMICS, FAMOUS STORIES*

SET No. 205
PRESIDENTS OF THE U.S.
TOM SAWYER — The Whitewashed Fence; pirates on the island
THE THREE BEARS

SET No. 210
SHIPS OF ALL SEAS
LITTLE RED RIDING HOOD
ALADDIN & THE WONDERFUL LAMP

SET No. 215
RIP VAN WINKLE AND THE DWARFS
DAY ON THE RANCH—Life of a Western cowboy.
PETER RABBIT

SET No. 220
TREASURE ISLAND
FARM ANIMALS
THE THREE LITTLE PIGS

SET No. 225
LITTLE RED HEN
THE GINGERBREAD BOY
WILD ANIMALS

SET No. 230
MAN'S EARLY ATTEMPTS AT FLYING
HANSEL & GRETEL
NURSERY RHYMES

SET No. 235
THE NIGHT BEFORE CHRISTMAS
CIRCUS DAYS—Sights and thrills under the Big Top
JUSTICE RIDES THE RANGE—Adventures with Western outlaw-

SET No. 240
THE HAUNTED CASTLE—Story of goblins in the haunted castle.
SPOOKS—Chills and thrills and creeps.
DANCE OF MR. BONES—Dance of a skeleton

SET No. 245
DOGS—Pictures of Dog Champions
BASTUS RIDES THE MULE
BUNKY GOES HUNTING

SET No. 250
PILOT JERRY—Thrilling airplane adventures in the far North
CORTEZ—Conquest of Mexico
TOM DAREALL—A G-man tracks down public enemies

SET No. 255
PILGRIMS IN NEW ENGLAND
STRANGE BIRDS
LITTLE BLACK SAMBO

SET No. 260
SKEEZIX SQUIRREL
EAGLE'S NEST—Life of eagles and their home on mountain crags
BLACKO IN THE JUNGLE

SET No. 265
SKEEZIX SQUIRREL NO. 2
PUSS IN BOOTS
ESOP'S FABLES

SET No. 270
THE FIRST CHRISTMAS—The story of Bethlehem.
CHRISTMAS SONGS — Favorite Christmas carols, illustrated.
DICKENS—"Christmas Carol."

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PILGRIMS IN NEW ENGLAND—The story of Thanksgiving - The First American Settlers
CORTEZ—A Story of Spanish Conquest in Mexico

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YELLOWSTONE NATIONAL PARK—Breathtaking views of Scenic Wonders
GRAND CANYON OF THE COLORADO — Magnificent Views of World's Greatest Canyon

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AMERICAN SPORTS REVIEW—Champions of the Sporting World - Swimming - Tennis - Boxing and Other Sports
PROGRESS IN TRANSPORTATION—Old and New in Airplanes, Locomotives, Ships and Automobiles

SET No. 290 BIBLE STORIES
NOAH'S ARK
DANIEL IN THE LION'S DEN
JONAH AND THE WHALE
DAVID AND GOLIATH

NEW TITLES ALWAYS BEING ADDED

3 FILMS TO A SET — 35c per SET: 3 SETS for $1.00

NATIONAL Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

CHECK YOUR STOCK!
Be sure you have a good supply of films on hand.

STEPHENS PRODUCTS CO., Inc. 700 JAMAICA AVENUE BROOKLYN 8, NEW YORK

LET'S MAKE A DATE -- FOR '48

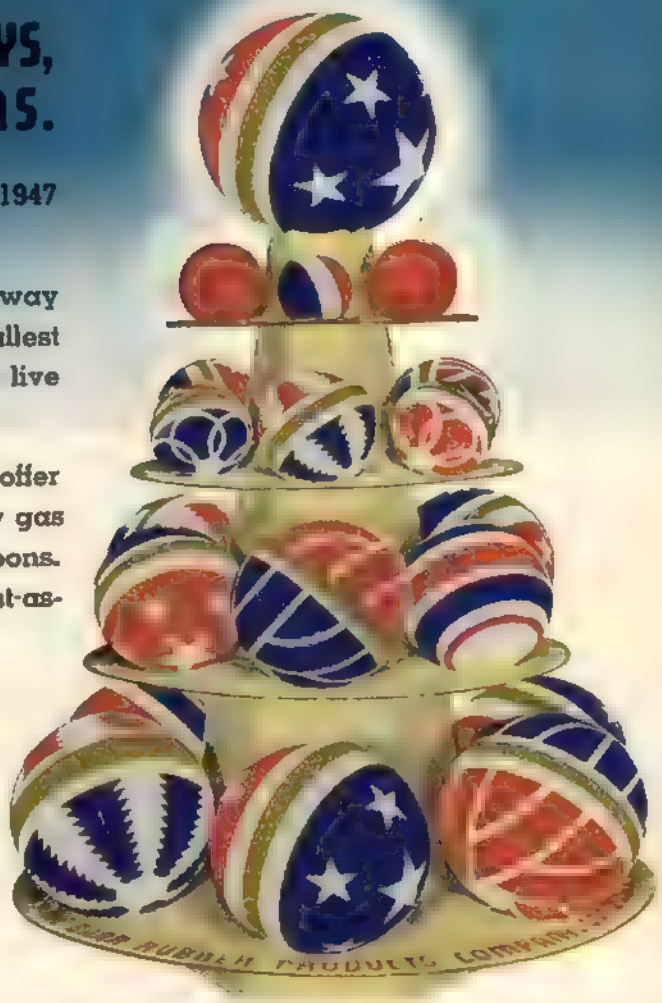
GAS INFLATED BALLS, PET TOYS, SPONGE BALLS, BALLOONS.

Here's the line that surged off counters in 1947 to set a new sales record for the last half.

Here's the line of prewar standards—all the way from the largest gas inflated ball to the smallest sponge ball and lightest balloon. For it's all live rubber and latex for '48.

Your customers know this line. When you offer it they know you are offering highest quality gas inflated balls, sponge balls, pet toys, and balloons. They know you are NOT offering an "almost-as-good" to take a longer margin.

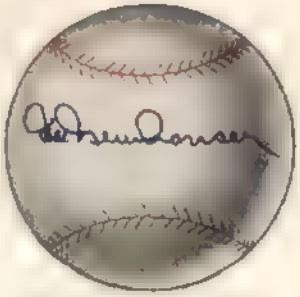
Last year many customers were disappointed because we were completely booked by late summer. Play safe. Get your order in the hopper now, so we can keep that date for '48.



YOU'LL SEE IT ALL — IN JUST ONE CALL

Toy Fair visitors are invited to see our full line on display in our permanent New York show room: Suite 373, Metropolitan Tower (37th floor), 1 Madison Avenue, 24th St. entrance, across the park from the Fifth Avenue Building. Mr. William J. Canary and Mr. Fred Sichel in charge. Phone: Murray Hill 6-3286.

Other display offices are
J. H. Eyerly & Associates, 1442 Merchandise Mart, Chicago.
A. O. Boyce, 1154 Plymouth Bldg., Minneapolis.
J. W. Fuller, 1127 Liberty Bank Bldg., Dallas.
M. Fisher, 104 Hanover St., Boston.
F. Y. McDonald, 3838 Piedmont Ave., Oakland.



THIS WON'T WAIT---IN '48

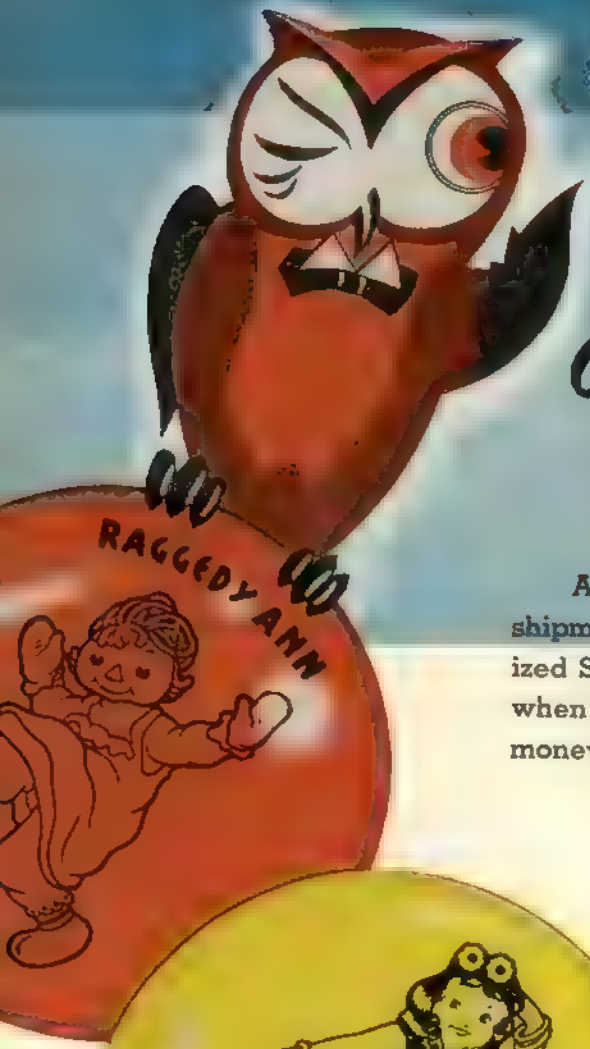
Here are three items you should be offering your customers right now and all through the summer. These sponge baseballs are the exact size of a real baseball—2 7/8" diameter. They bear the autograph reproductions of three American League All-Stars — Joe DiMaggio, George Kell, and Hal Newhouser. Put them to bat for you this season.

THE BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO

BE SMART! BE WISE!

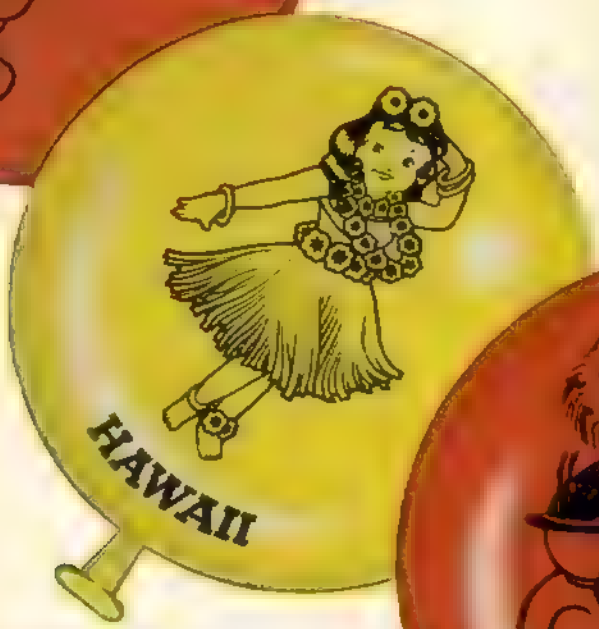
BUY BARR

One Source for Every Rubber Toy Need!



All rubber toy requirements can be taken care of in ONE shipment, thanks to Barr's diversified line. That's Barr "Centralized Service." It means one invoice, one freight bill at a time when freight costs are increasing, one checking-in. Time and money saved in that way means more profit in the end.

Today—as always—the name BARR leads all the rest in rubber balloons. Why? Because Barr Balloons are expertly made, carefully inspected, smartly designed, beautifully colored. Years of experience have given Barr the inside on how to make the rubber playthings that children want . . . that grownups want to buy. Merchandisers and consumers who buy BARR, buy best!



REGIONAL OFFICES

CHICAGO
J. H. Eyerly & Associates
1442 Merchandise Mart

BOSTON
M. Fisher
Room 501
104 Hanover St.

MINNEAPOLIS
A. O. Boyce
1154 Plymouth Building

DALLAS
J. W. Fuller
1127 Liberty Bank Bldg.

OAKLAND
F. Y. McDonald
3839 Piedmont Ave.

BARR ON DISPLAY

See our Toy Fair exhibit in the Barr permanent New York Show Room: Suite 373, Metropolitan Tower (37th floor) 1 Madison Ave., 24th St. entrance, across the park from the Fifth Avenue Building. Phone: Murray Hill 6-3286.

THE BARR RUBBER PRODUCTS CO.

SANDUSKY, OHIO

WORLD'S LEADING MANUFACTURER OF RUBBER TOYS

A GREAT GAME WITH A GREAT NAME!

The CROSBY DERBY

IMPROVED DE LUXE SIZE

$2.95 RETAIL FAIR TRADED

See Other Side

Packed with all the thrills, excitement and chance of a real horse race!

NOW ALSO IN A NEW POPULAR SIZE

$1.98 RETAIL

NEW POPULAR SIZE $1.98 RETAIL

Improved De Luxe Size $2.9[illegible] RET[illegible]

Tops in entertainment! Fun for everyone! CROSBY DERBY, a brand new, grand new game based on Horse Racing, the King of Sports—Four Fast and Fascinating Games in One! CROSBY DERBY has everything! Thrills—Action—Sport! World-Famous Horses! Playing Money, Mutuel Tickets, Odds. Any age, any number of persons can play CROSBY DERBY . . . at home, at the club, at parties! Get on the right track with CROSBY DERBY!

4 GREAT GAMES IN ONE

*"ODDS"—Game operates like a real track! Odds determined before betting begins.

*"ODDS BLIND"—Similar to above, but bets are made before odds are determined.

*"PLAYERS POOL"—No Odds! Bets pooled and split between winners.

*"JOCKEY'S CHOICE"—Each player "rides" a horse. It's fast and exciting.

TAKE YOUR CHOICE of FOUR different games with CROSBY DERBY! Any number of persons can play. It's all based on rules and principles of actual horse races, all scientifically and mathematically correct. No two races alike! Actual track time less than two minutes a game. In "Odds" and "Odds Blind," the odds change in each race. Fair for All! Fun for All! Play CROSBY DERBY!

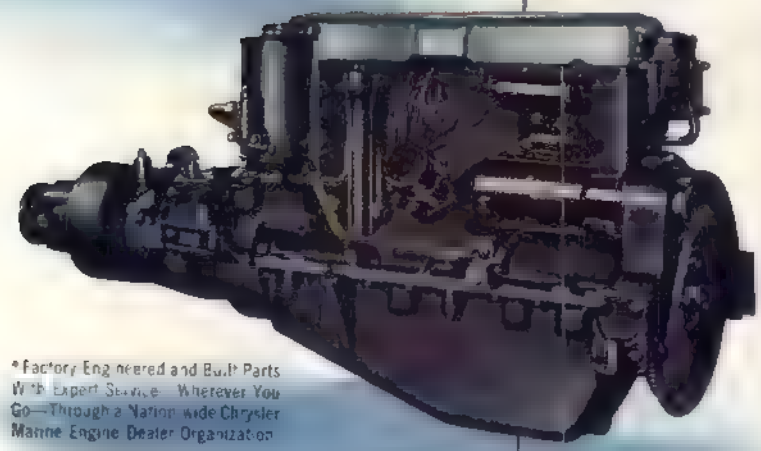
THE FAVORITE of millions, Bing Crosby symbolizes the best in entertainment . . . in the movies, on the radio, on phonograph records—and now you have the Crosby Derby! For CROSBY DERBY is a Champion Among Games! Packed with all the thrills, excitement and chance of a real horse race, CROSBY DERBY offers the fast-paced lively entertainment Americans love! Everyone can play it, everyone enjoys playing CROSBY DERBY—grownups and children alike. The rules are simple, easy to follow. Equipment consists of a game board with the "odds" board at lower end, a deck of special playing cards, horses, playing money, mutuel tickets, and instructions. Get the gang together, play CROSBY DERBY!

FISHLOVE INDUSTRIES, 712 N. FRANKLIN, CHICAGO 10, ILL.

"Built to Live in the Water"

• Designed and engineered exclusively for marine use, Chrysler Marine Engines are truly Built to Live in The Water. They are not converted or assembled, not rebored or rebuilt. This means so much to boat owners in safety, all-weather performance and economy. Built by Chrysler as a complete "power package" engine, reverse and reduction gears they provide proper power to fit the hull. No wonder today, Chrysler is America's No. 1 Marine Engine . . . choice of more boat builders and owners than any other make.

SEE THE CHRYSLER ACE, CROWN, ROYAL MARINE ENGINE EXHIBIT AT THE MOTOR BOAT SHOWS—NEW YORK CITY, JAN. 9-17; CHICAGO, JAN. 31-FEB. 8.



*Factory Engineered and Built Parts With Expert Service . . . Wherever You Go—Through a Nation-wide Chrysler Marine Engine Dealer Organization

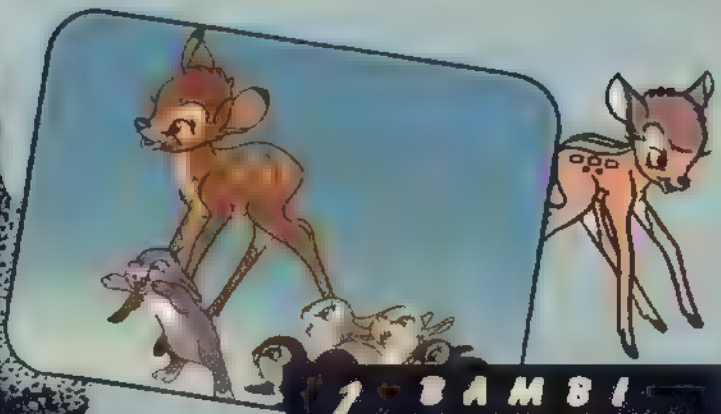
Chrysler

MARINE ENGINES

FOR THE SAFEST POWER AFLOAT

MARINE ENGINE DIVISION, CHRYSLER CORP., • 12200 E. Jefferson Ave., Detroit 31, Mich.

at last! Walt Disney FEATURE LENGTH FILMS (Condensed Version) In Full Color



1 BAMBI
with all his irresistible woodland friends. Even the grown-ups fall to love with him.
4 Bambi film strips $1.00

2 DUMBO
He will steal your heart away. Complete with the wonderful circus train and all the [illegible]
4 Dumbo film strips $1.00

—Copyright—
Walt Disney Productions

Mickey Mouse Viewer with No. 1 Walt Disney film strip
$1.00

3 PINOCCHIO
the puppet who turns into a boy. And what a boy! You will love him. A wonderful picture for children.
4 Pinocchio film strips $1.00

4 SNOW WHITE
and the Seven Dwarfs. Always a joy to see.
4 Snow White film strips $1.00

Walt Disney Treasure Chest

contains Mickey Mouse Viewer and four Disney Feature Stories — Snow White, Bambi, Dumbo and Pinocchio — 16 Disney film strips in all. (256 of Disney's finest scenes). All packed in a beautiful four color Treasure Chest $4.75

You can't miss with these Craftsmen's Guild products. Each of these Feature Length pictures comes in four film strips (64 pictures) packaged in an attractive four color box at **$1.00** per Feature.

Each feature length film story condensed into four 16mm film strips in full color 64 of the most thrillingly important scenes in each Disney story, reproduced from the original master films. Shown in all the exquisite beauty, artistry and charm for which Disney productions have become world renowned.

You have been waiting for these most famous Walt Disney stories. These **Feature** films make the Mickey Mouse Viewer line complete.

See other side of this page for descriptions of complete line

CRAFTSMEN'S GUILD

5916 ROMAINE STREET HOLLYWOOD 38, CALIF.

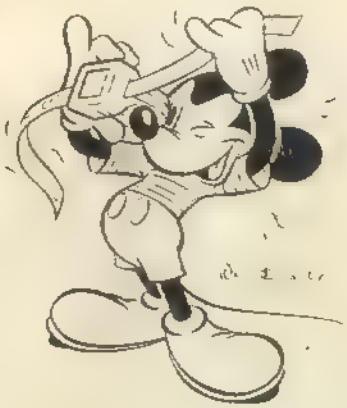
LITHO IN U.S.A.

Order Your Stock of

MICKEY MOUSE VIEWERS

and WALT DISNEY FILM STRIPS

from the following list . . .



ITEM 1.

DISPLAY BOX: contains 6 Mickey Mouse Viewers (with No. 1 Film Strip), to retail at $1.00 each; and 36 assorted Walt Disney Film Strips to retail at 25c each.

Total retail value of Display box..... *$15.00 each*

Packed 24 in Shipping Case

ITEM 2.

MICKEY MOUSE VIEWER (with No. 1 Film Strip)..... *$1.00 each*

Packed 1 dozen in stock carton, 288 in Shipping Case

ITEM 3.

WALT DISNEY FILM STRIPS in full color on 16 mm. Kodachrome. 16 pictures in each strip. Retail price..... *25¢ each*

Packed one dozen of one title in stock carton, or one dozen assorted

AVAILABLE IN THE FOLLOWING NUMBERS AND TITLES.

No. 1. Don Donald
No. 2. Three Little Pigs
No. 3. The Practical Pig
No. 4. Chicken Little
No. 5. The Tortoise and the Hare
No. 6. The Ugly Duckling
No. 7. The Grasshopper and the Ants
No. 8. The Pied Piper
No. 9. The Golden Touch
No. 10. Little Hiawatha
No. 11. The Pointer
No. 12. Donald's Vacation
No. 13. A Good Time for a Dime

ITEM 4.

GIFT BOX. Contains one Mickey Mouse Viewer and 13 different Walt Disney Film Strips in full color..... *$3.95 each*

Packed one dozen Gift Boxes in stock carton, 72 in shipping case

ITEM 5.

DISNEY FEATURE FILMS. 4 Film strips in each feature. Each feature (4 film strips) in attractive box..... *$1.00 each*

Packed one dozen of a title, or one dozen assorted, in stock carton

AVAILABLE IN FOLLOWING TITLES:

SNOW WHITE PINOCCHIO DUMBO BAMBI

ITEM 6.

WALT DISNEY TREASURE CHEST contains Mickey Mouse Viewer and all four titles of Feature Films: Snow White, Pinocchio, Dumbo and Bambi..... *$4.75 each*

Packed one dozen Treasure Chests in stock carton

DISCOUNTS

Less than $30.00 list value, 33-1/3%. $30.00 or more list value, 40%.

CRAFTSMEN'S GUILD

6916 Romaine Street • Hollywood 38, Calif.

SEE THESE PRODUCTS AT THE TOY FAIR RM 736 McALPIN HOTEL

LITHO. IN U.S.A.

(See other side of this page)

JIM PRENTICE ANNOUNCES

ELECTRIC FOOTBALL*

Our Greatest Selling Game

AGAIN AT THE SAME LOW PRICE THIS YEAR

$2.50

Nationally advertised to over 20,000,000 potential buyers

All with these Big Improvements

On Display

MONROE OSTEN
Suite 405, 200 Fifth Ave., New York, N. Y.

WILLIAM E. COLLIN
656 Los Angeles St., Los Angeles, California

- Larger Battery lasting five times longer.
- All nickeled plated metal parts.
- Improved and simplified directions.
- Box cover reinforced with full length wood braces
- Stronger Packing

Practically all leading Toy Jobbers and Stores carry our line.

They're a sell-out — year after year.

The ELECTRIC GAME Co.

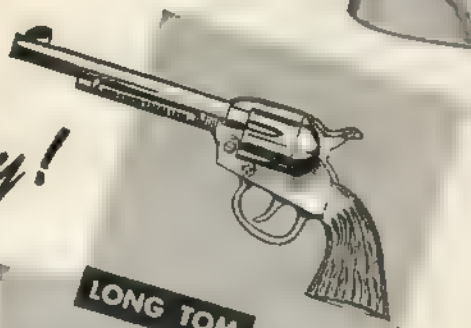
INCORPORATED

HOLYOKE · MASSACHUSETTS

"The Original Name in Electric Games"

* Trademarks registered U. S. Patent Office

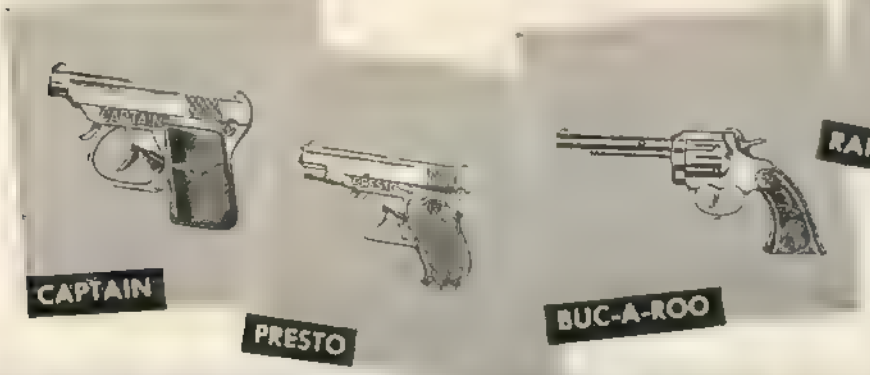
A MODEL . . . AND A PRICE *to suit every boy!*



Kilgore cap pistols are so appealing that every youngster wants one. The complete line affords a wide choice of models . . . conveniently priced to cover every sales possibility. Insures more sales — as well as the economies of securing a full line from a single source.

The American, Long Tom and Big Horn are the only cap pistols produced featuring a revolving cylinder and using a realistic 6-shot Disc Cap. The Mountie, a 50-shot repeater, is die cast . . . with fine detail in design and "engraving." The Ranger, Presto and Captain are also 50-shot repeaters. All are outstanding performers due to patented feeding mechanism which insures positive firing. The Buck-A-Roo is a single-shot model. All are cast iron with bright nickel finish, except the Mountie.

Kilgore pistols are individually packaged in colorful boxes. All are double action models.

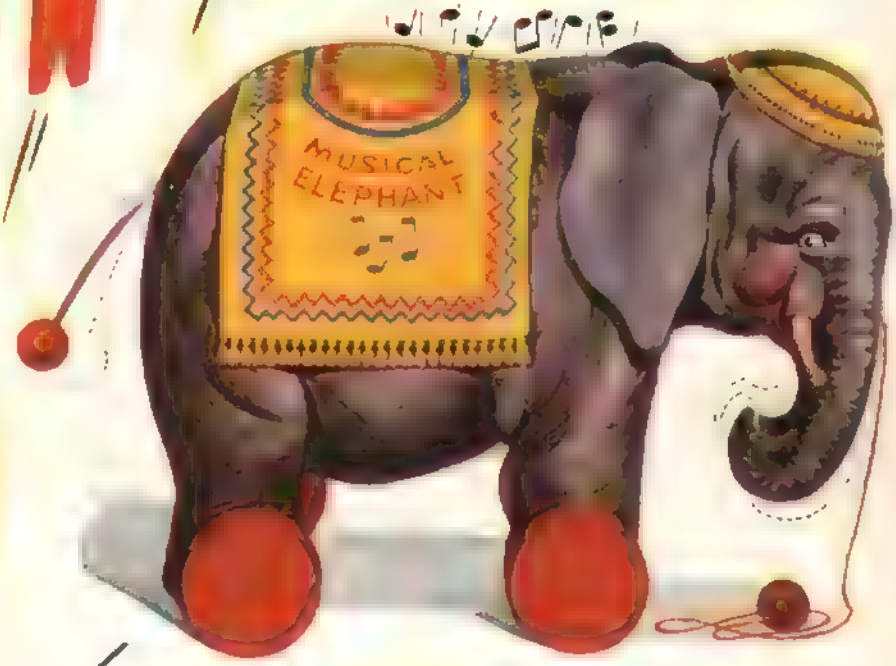


KILGORE PAPER CAPS FOR ALL 4 TYPES OF PISTOLS

1. 50 - shot Perforated Roll Caps.
2. 50 - shot Non-perforated Roll Caps
3. 6 - shot Disc Caps.
4. Single-shot Caps

THE *Kilgore* MANUFACTURING CO.
WESTERVILLE, O., U. S. A.

SOMETHING BIG!!!

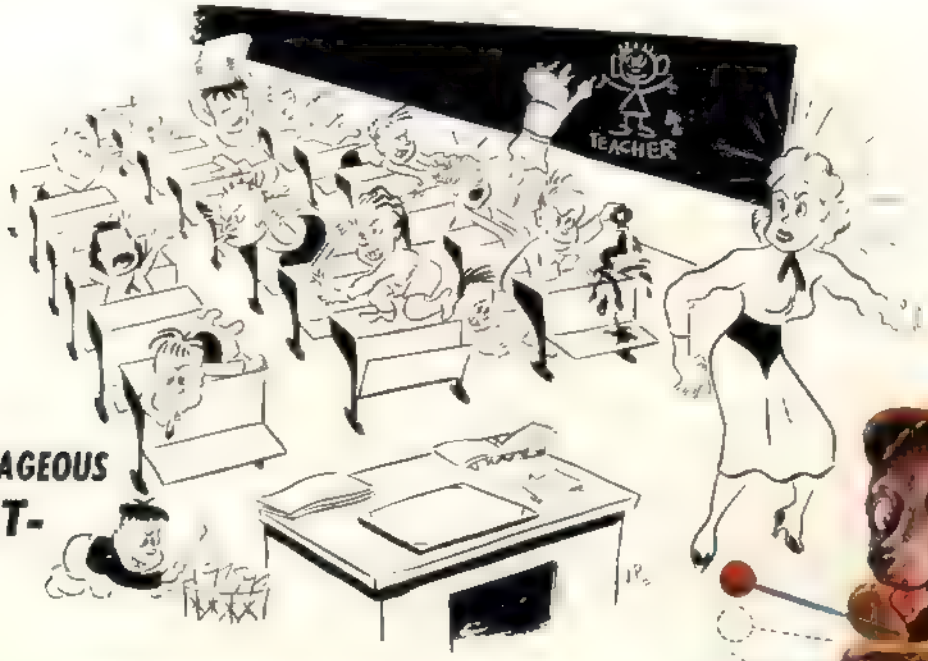


1948 Fisher-Price Line

A whole family of lively, lovable pull toys . . . famous for ingenious sound and action. Every one a quality product, modestly priced for outstanding value. They mean real business for your toy department.

Illustrated is No. 145 Musical Elephant, a brand new Fisher-Price Toy that's a natural for volume selling. Suggested retail price, $2.25. Swings his head from side to side, as he's pulled along, while concealed piano wires give forth a merry tune. His coil spring tail even keeps wagging after he stops. Looks real enough to eat peanuts. See him at the Toy Fair!

FISHER-PRICE Toys INC. EAST AURORA, ERIE COUNTY, NEW YORK
N. Y. Offices: Suite 417, 200 Fifth Ave. Bldg.



SHE'S A COURAGEOUS GAL **BUT-**

SMART TOY BUYERS KNOW A BETTER WAY TO MAKE MONEY!

THEY'RE ORDERING PROFIT-BUILDING 1948 FISHER-PRICE TOYS

No. 752
Teddy Xylophone

No. 745
Elsie's Dairy Truck

Ever Popular Favorites - Dynamic New Numbers

Three sales-compelling new numbers occupy the Fisher-Price spotlight in '48. They are, the **Musical Elephant, Pony Chime** and **Elsie's Dairy Truck.** See them at the Toy Fair. Of course, **Snoopy Sniffer, Donald Duck Xylophone** and other profit-building favorites are also primed to keep the shekels clinking into your cash registers. Some of them have a "new look." You'll be impressed . . . and so will customers . . . with their wonderful, live-animal realism!

FISHER PRICE TOYS

PERMANENT NEW YORK OFFICE AND DISPLAY ROOMS

Suite 417, 200 Fifth Ave. Bldg., New York, N. Y.

The makers of *Susy Goose* toys *Present* . . .

"Friendly Acres" Dairy Farm

With its authentic realism reproduced in strong steel and durable plastic "Friendly Acres" dairy farm presents a completely new concept of toy farms.

Available also in various combinations without barn as illustrated below.

IDDIE BRUSH AND TOY COMPANY
ONESVILLE, MICHIGAN
les Representative Henry Katz, Inc., Room 540, 200 5th Ave., N.Y.C.

Susy Goose HOUSECLEANING SETS and CARPET SWEEPERS

FINEST QUALITY • • LOWEST PRICE

Mothers prefer to all others!

"True adherence to every detail of Mother's own house keeping tools" is the proven formula that has made Susy Goose house cleaning sets continually the largest selling and most satisfactory.

KIDDIE BRUSH AND TOY COMPANY • JONESVILLE, MICHIGAN

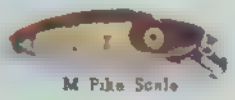
Sales Representative Henry Katz, Inc., Room 540 200 Fifth Avenue, N.Y.C.

Standard "RIVER-RUNT" Colors

L Yellow Pearl Scale

SD Shad

P Shiner Scale


M Pike Scale

RH White Red Head

RB Rainbow

TRANSPARENT INDESTRUCTIBLE

Heddon

COLOR CHART

The sole purpose of this chart is to show all of the colors, and colors only, in which Heddon baits are made. However, **no one model** is made in all colors and all of the different baits made by Heddon are not shown on this chart.

For the specific colors in which different baits are produced and for baits not shown here, refer to the detailed catalog description of that bait.

Standard "SHORE-MINNOW" Colors

XRS Silver Shore Minnow

XRP Pearl & Black Shore Minnow

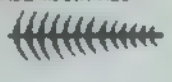
XRY Yellow Shore Minnow

XRW Black & White Shore Minnow

XRW Red & White Shore Minnow

XRG Green Shore Minnow

TRADE MARK REG



Other Standard Colors

SD Shad

CRA Crappie

SUN Sunfish

BGL Bluegill

BF Bull Frog

GM Gray Mouse

BWH Black, White Head

YRH Yellow Red Head

PRH Shiner Scale, Red Head

JRH Frog Scale, Red Head

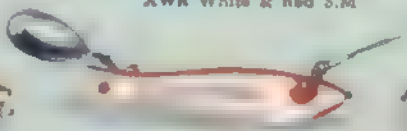
SS Silver Flash

XWB White & Black S M

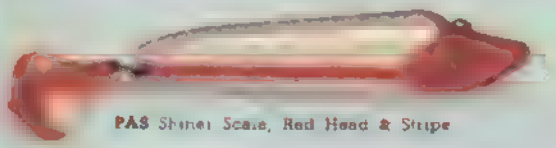
XWR White & Red S.M

YRH Yellow, Red Head

S White Body, Red & Green Spots


RET White, Red Eyes & Tail

PBH Blue Herring Scale


PAS Shiner Scale, Red Head & Stripe

PLXH Pearl Shore Minnow

America's Most Famous Baits

THE
Heddon "RIVER RUNT" Spooks ®

9020 SERIES

"Midgit Digit" ®
"River Runt Spook" ®
Wt. ⅜ oz. — Lgt. 1⅝ in.
No. 6 Treble Hooks
Price $1.35

A sinking bait the smallest of the "River Runt" family. Excellent for bass and panfish.

COLORS

9020SD	Shad	9020XRS	Silver Shore Minnow
9020RB	Rainbow	9020XRG	Green Shore Minnow
9020M	Pike Scale	9020XRY	Yellow Shore Minnow
9020P	Shiner Scale	9020XRW	Red & White Shore Minnow
9020RH	White Red Head	9020XBP	Pearl & Black Shore Minnow
9020L	Yellow Perch Scale	9020XBW	Black & White Shore Minnow

9400 SERIES

Floating "River Runt Spook" ®
Wt. ½ oz. — Lgt. 3 in.
No. 1 Treble Hooks
Price $1.35

A floating-diving bait, designed for shallow water fishing. Excellent for bass, pike and muskellunge.

COLORS

9400SD	Shad	9400XRS	Silver Shore Minnow
9400RB	Rainbow	9400XRG	Green Shore Minnow
9400M	Pike Scale	9400XRY	Yellow Shore Minnow
9400P	Shiner Scale	9400XRW	Red & White Shore Minnow
9400RH	White Red Head	9400XBP	Pearl & Black Shore Minnow
9400L	Yellow Perch Scale	9400XBW	Black & White Shore Minnow

9010 SERIES

Midget "River Runt Spook" ®
Wt. ⅜ oz. — Lgt. 2⅛ in.
No. 2 Treble Hooks
Price $1.35

A sinking bait especially designed for extra light tackle. Excellent for bass and large trout.

COLORS

9010SD	Shad	9010XRS	Silver Shore Minnow
9010RB	Rainbow	9010XRG	Green Shore Minnow
9010M	Pike Scale	9010XRY	Yellow Shore Minnow
9010P	Shiner Scale	9010XRW	Red & White Shore Minnow
9010RH	White Red Head	9010XBP	Pearl & Black Shore Minnow
9010L	Yellow Perch Scale	9010XBW	Black & White Shore Minnow

9330 - 9430 SERIES

Jointed "River Runt Spooks" ®
9330 — Sinking Model
Price $1.50
9430 — Floating Model
Price $1.50

A jointed "River Runt" in both a sinking model and floating-diving model. Lively swimming action.

COLORS

SD	Shad	XRS	Silver Shore Minnow
RB	Rainbow	XRG	Green Shore Minnow
M	Pike Scale	XRY	Yellow Shore Minnow
P	Shiner Scale	XRW	Red & White Shore Minnow
RH	White Red Head	XBP	Pearl & Black Shore Minnow
L	Yellow Perch Scale	XBW	Black & White Shore Minnow

9110 SERIES

Standard "River Runt Spook" ®
Wt. ½ oz. — Lgt. 2⅛ in.
No. 1 Treble Hooks
Price $1.35

A sinking bait, the famous original "River Runt Spook". Excellent for bass, walleyes and pike.

COLORS

[illegible]	Shad	9110XRS	Silver Shore Minnow
[illegible]	Rainbow	9110XRG	Green Shore Minnow
9110M	Pike Scale	9110XRY	Yellow Shore Minnow
9110P	Shiner Scale	9110XRW	Red & White Shore Minnow
9110RH	White Red Head	9110XBP	Pearl & Black Shore Minnow
9110L	Yellow Perch Scale	9110XBW	Black & White Shore Minnow

D9010 - D9110 SERIES

"Go-Deeper" ®
"River Runt Spooks" ®
D9010 — Midget "Go-Deeper"
Price $1.50
D9110 — Standard "Go-Deeper"
Price $1.50

A deep-diving sinking bait in two sizes. Excellent for walleyes and all deep-feeding fish.

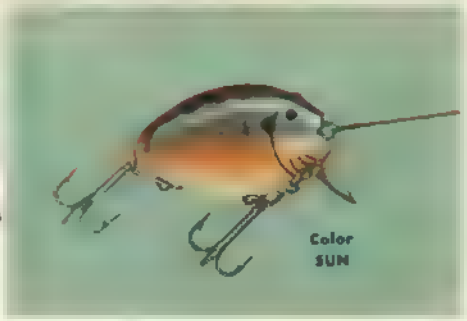
COLORS

SD	Shad	XRS	Silver Shore Minnow
RB	Rainbow	XRG	Green Shore Minnow
M	Pike Scale	XRY	Yellow Shore Minnow
P	Shiner Scale	XRW	Red & White Shore Minnow
RH	White, Red Head	XBP	Pearl & Black Shore Minnow
L	Yellow Perch Scale	XBW	Black & White Shore Minnow

The "PUNKINSEED" ® and "CRAZY CRAWLER" ®

730 SERIES

"Punkinseed" ®
Wt. ⅜ oz.
Lgt. 2⅛ in.
No. 2 Treble Hooks
Price $1.35



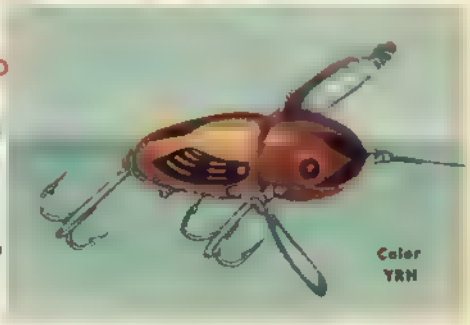
A slow sinking bait, duplicating the favorite food of bass, walleyes, pike and pickerel.

COLORS

730SD	Shad	730SUN	Sunfish
730CRA	Crappie	730BGL	Bluegill
730XRW	Red & White Shore Minnow	730XBW	Black & White Shore Minnow

2100 - 2120 SERIES

"Crazy Crawler" ®
2100 — Standard "Crazy Crawler"
Price $1.50
2120 — Small Size "Crazy Crawler"
Price $1.50



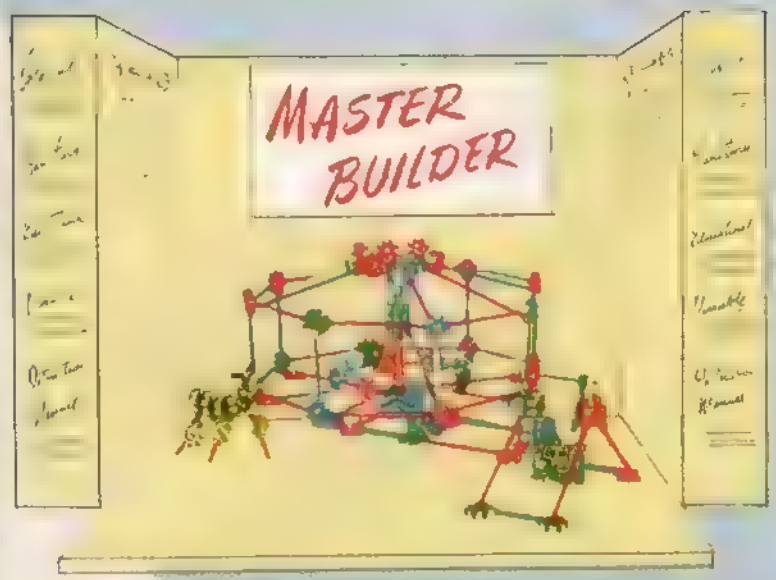
A surface bait, excellent for big fish. Available in large and small size.

COLORS

BF	Bull Frog	YRH	Yellow, Red Head
GM	Gray Mouse	XRS	Silver Shore Minnow
BWH	Black White Head	XRY	Red & White Shore Minnow

It Sells Itself!

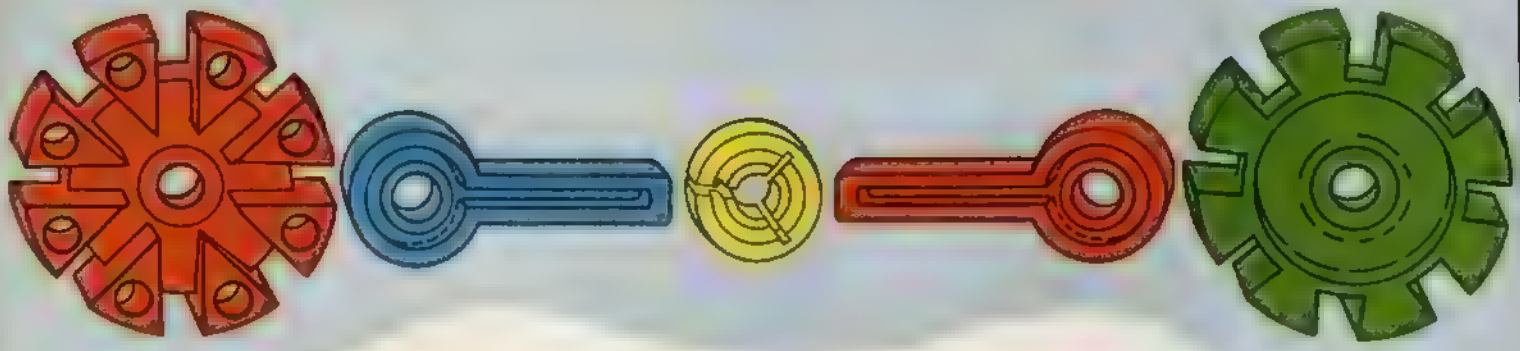
104 103 102 101



PAT PENDING

Yes, the MASTER BUILDER PLASTIC CONSTRUCTION SET sells itself. The colorful motor-driven display units and the attractive transparent tubular packages complete with instruction manual sells MASTER BUILDER to your customers in your store.

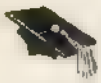
Master Builder Toy, Inc. 1750 BERKELEY STREET • SANTA MONICA, CALIFORNIA



THE MASTER BUILDER TOY is available in four sizes, smartly packaged in transparent tubular plastic packages.

COLORFUL . . . each set is made up of cogs, sticks, bearings, and locks in brilliant true colors of red, green, blue, and yellow.

SANITARY . . . easily, quickly washed in warm water . . . Non-toxic.



EDUCATIONAL . . . stimulates the imagination of children of all ages and adults . . . projects are unlimited.

DURABLE . . . will not splinter, virtually unbreakable.

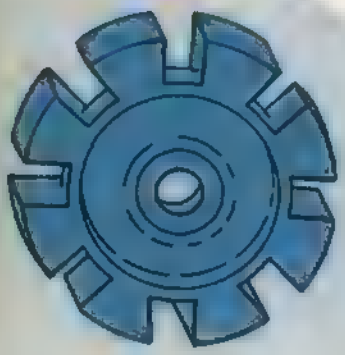
GREATER dollar volume . . . high profit margin
A TWELVE MONTH SELLER.

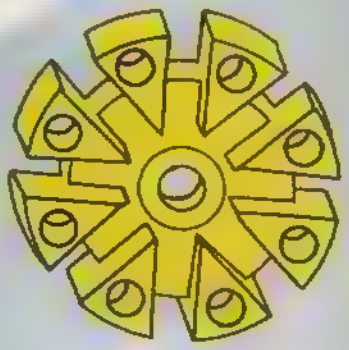
INSTRUCTION manual enclosed in each package.

FREE electric motor-driven action displays are available.

ADEQUATE stocks in New York, Chicago, Los Angeles and Dallas.

SEE the Master Builder Plastic Construction set at the
New York Toy Show, McAlpin Hotel (ROOM 844)
A FAIR TRADE PRODUCT





Master Builder Toy, Inc.

1750 BERKELEY STREET • SANTA MONICA, CALIF.

A proven fast seller at a new low price

UKE a doodle

IMPROVED!!
Wires stapled to tuning pegs...peg and wire can not fall out

Sensation of 1947 ...over one million sold

A Real Hawaiian Miniature Ukelele

- Beautifully toned
- Brilliant 2-tone colors
- Durable molded plastic
- Adjustable pegs for tuning
- Length...14 inches overall
- Packaged: complete with pick, music, and instructions

Write for new prices and information

No. 407—packed 3 dozen to a carton. Shipping weight 16 lbs per carton. Terms: 2% 10 days net 30 days. F.O.B. Los Angeles. Regular trade discounts. Newspaper mats available

Representatives

Jalof & Lewis
1110 Wilshire Boulevard
Los Angeles 14, Calif

Toy Market
1424 Merchandise Mart
Chicago 54, Illinois

A. J. Frank
200 - 5th Avenue
New York 10, New York

Russell D. Jones Co.
511 Spring St., N.W.
Atlanta 3, Georgia

Invented by A Futurland Toy MATTEL

Mattel Creations 8434-36 Warner Drive, Culver City, California

Low priced for volume sales

Bird Call

Amazing true to life tones...chubby and attractive, designed especially for children ...all time leader in popular demand... repeat sales "just come naturally." Fill base with water and blow... for changing tune, tilt up and down or place finger over birdy's mouth...also whistles without water. Made of colorful molded plastic in assorted bright colors, available either as a striking carded item or attractive bulk pack display box to sell off the counter.

No. 111 — Individually carded packed in 1, 2, or 3 gross shipping cartons. Average shipping weight 9 lbs. per gross

No. 411 A — Bulk pack 3 dozen per display box, 3 gross per shipping carton. Total shipping weight 26 lbs.

Representatives

Jolof & Lewis
1110 Wilshire Boulevard
Los Angeles 14, Calif

Toy Market
1424 Merchandise Mart
Chicago 54, Illinois

A. J. Frank
200 - 5th Avenue
New York 10, New York

Russell D. Jesse Co.
511 Spring St., N.W.
Atlanta 3, Georgia

Toys by A Fairyland Toy MATTEL

Write for new prices and information

Mattel Creations 8434-36 Warner Drive, Culver City, California

The Glamour Girl of 1948

A bright and beautiful stimulating and stupendous line of glamour dolls. . . . A complete bridal party of dolls . . . brother and sister Perky dolls . . . dolls for every occasion the year 'round! All exquisitely dressed, beautifully molded with the ingenious designing talent that marks a "Mollye" doll! . . . A complete line of plastic dolls all for immediate delivery.

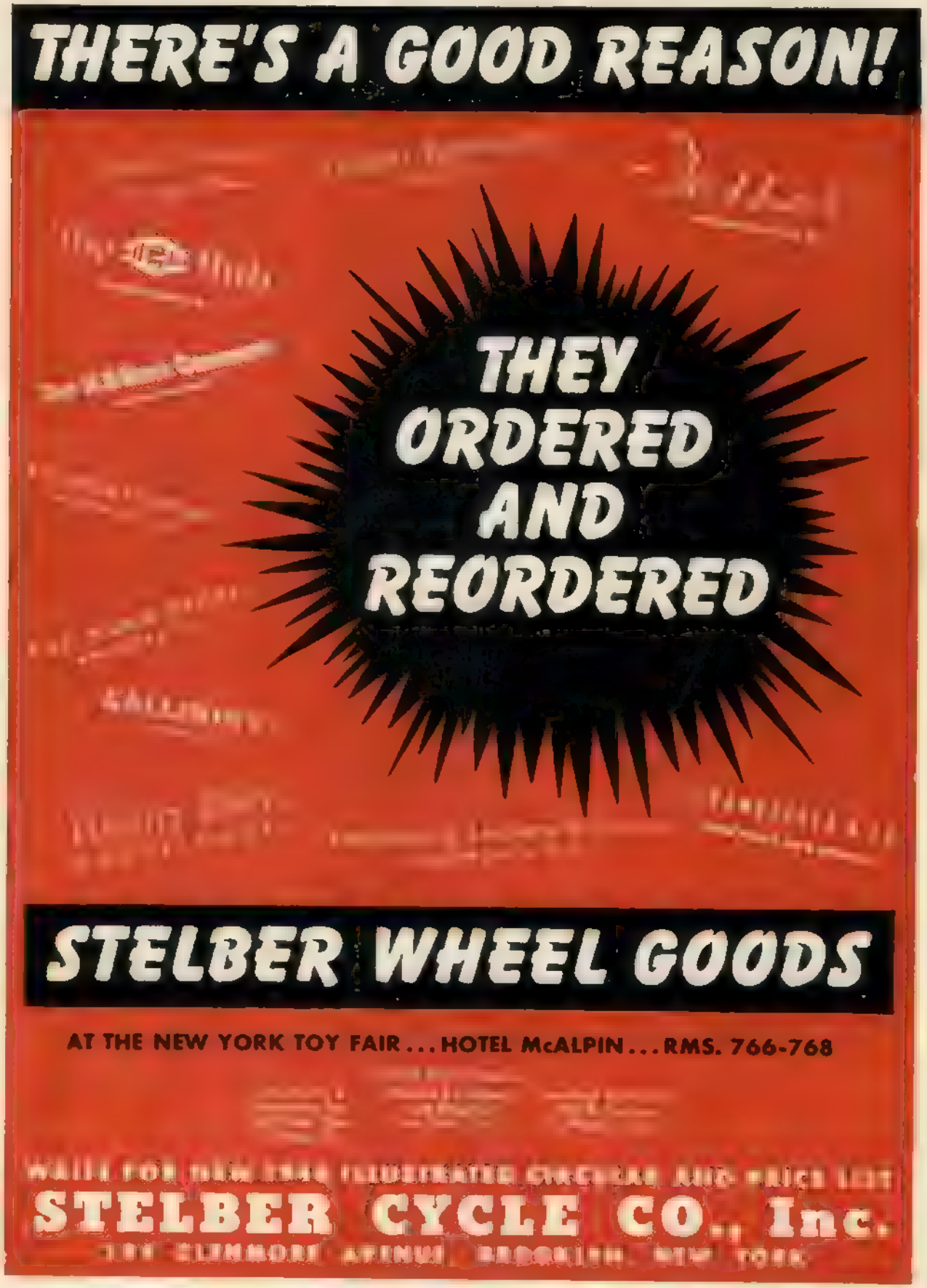
As an added feature, every afternoon from 2 P.M. to 3 P.M. at the Toy Fair, Mollye will demonstrate the proper saleable presentation of dolls . . . so that your clerks can do a better job for you . . . in selling dolls.

Toy Fair, Hotel McAlpin, Room 973-5.

MAIN OFFICE AND FACTORY

INTERNATIONAL DOLL CO. • 6510-16 UPLAND STREET, PHILADELPHIA, PA.

Western Representatives - Kay Bros., 335 So. Broadway, Los Angeles, Cal.
Southern Representatives - Mrs. D. H. Lever, Box 424, Oak Hill, Fl.
Middle Atlantic Representatives - Philip Fogelman, Donckle Bldg., 11th and Market Sts., Philadelphia, Pa


THERE'S A GOOD REASON!
THEY ORDERED AND REORDERED
STELBER WHEEL GOODS
AT THE NEW YORK TOY FAIR . . . HOTEL McALPIN . . . RMS. 766-768
WRITE FOR NEW 1948 ILLUSTRATED CIRCULAR AND PRICE LIST
STELBER CYCLE CO., Inc.
1 BY GLENMORE AVENUE, BROOKLYN, NEW YORK

SO ATTRACTIVE — SO DESIRABLE — SURE SELL-OUTS *Wherever Displayed*

Sculptured Rubber
BOUNCE TOYS

Different — exclusive — outstanding hit attractions. Children's eyes shine with desire when they see these delightful Sculptured Bounce Toys featuring the combination of an inflated ball and sculptured character in one toy. The beautiful color decorations are non-toxic. Demand is great — so profit by ordering adequate supplies for prominent display. There is nothing else like them.

KITTY KAT No. 2659
5½" diameter
Retail 79c

TOMMY BOY No. 2650
3½" diameter
Retail 35c

BO-BO No. 2649
3" diameter
Retail 29c

MAN IN THE MOON No. 2652
4¾" diameter
Retail 69c

WISE OLD OWL No. 2653
4¾" diameter
Retail 69c

ROVER THE PUP No. 2658
5½" diameter
Retail 79c

SEE US AT THE
TOY FAIR
ROOMS
867-869
Hotel McAlpin
March 8 to 20

BABY FACE No. 2654
4¾" diameter
Retail 69c

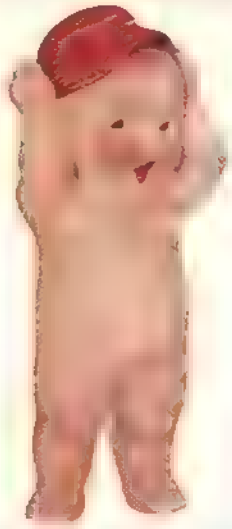
Seiberling

LATEX PRODUCTS COMPANY
AKRON 9, OHIO

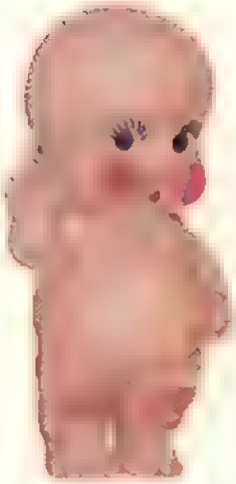
200 Fifth Ave. Bldg.
New York City

14121 Merchandise Mart
Chicago

Blown Rubber
BABY DOLLS



BYE BYE BABY No. 2250
Stand-up style. Approximately 8" high. Color decorated. Sound. Cellophane wrapped.



BALDY No. 2260
Stand-up style. Approximately 7¼" high. Color decorated Sound. Cellophane wrapped.

The clever design and quality value of these delightfully different baby doll creations have resulted in outstanding sales demand. The attractive color decorations are non-toxic. Here are just the feature attractions to liven up your gift sales for children throughout the year. You can count on quick sell-out with prominent display, so order ample supplies.

Retail 69c

Dipped Latex
ANIMAL TOYS

This attractive selection of animal characters, cleverly designed and hand decorated in non-toxic colors, has made Seiberling the preferred supplier for latex toys. The instant child-appeal of these highly popular creations maintains strong sales demand the year around. "Buyers", everywhere, can purchase in liberal quantities with confidence of quick turnover and attractive profit. Be sure to make a feature display of these latex toy leaders.

Retail 59c

BABY PANDA
No. 2550
Sit-up style. Approximately 5" high. Color decorated. Sound Cellophane wrapped

BULLDOG
No. 2560
Sit-up style. Approximately 5¾" high. Color decorated. Sound. Cellophane wrapped.

KITTEN
No. 2558
Stand-up style Approximately 6½" high. Color decorated. Sound. Cellophane wrapped.

BOXING BEAR
No. 2557
Stand-up style. Approximately 6½" high. Color decorated. Sound. Cellophane wrapped.

No. 2851-60, 5" diameter
Retail 69c

No. 2861-60, 6" diameter
Retail 79c

Smooth surface inflated ball colorfully decorated red, white and blue with alphabet and numbers.

Educational
INFLATED BALLS

Seiberling **LATEX PRODUCTS COMPANY**
AKRON 9, OHIO

200 Fifth Ave. Bldg.
New York City

14121 Merchandise Mart
Chicago

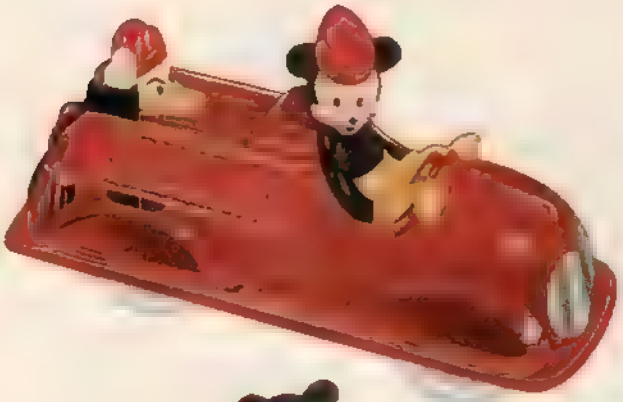
STANLEY – The Tool Box of the World

STANLEY – The Tool Box of the World

Sunruco has some surprises for you at the New York Toy Fair ★ ★ ★ ★

Yes, we'll see you there — and you'll see us, too. You'll see me an' my sisters an' Donald Duck, an' Mickey Mouse, an' all the rest of our big family from Sun Rubber. There'll be a lot of trucks and automobiles an' airplanes along with us — *safe* rubber toys with real wheels on 'em. An' then there's our Latex cousins. Dogs, pigs, cats, chicks, rabbits. An' every one of 'em cries with the new patented Sunruco All Rubber whistle! An' if you could peek into our big home in Barberton and see the new creations . . . if you could hear the new, fresh merchandising ideas . . . well, you'll see at the Toy Fair.

DISNEY TOYS by Sunruco



MICKEY MOUSE AEROPLANE — Zoom! It's Mickey Mouse in his flashy aeroplane! Mickey's movable head and the plane's revolving propeller make this an "action" toy.

DONALD DUCK ROADSTER — Here's a speedy, sporty roadster with a lot of "boy" appeal. Donald Duck is at the wheel, while Pluto crouches in the rumble seat. Donald's head is movable.

MICKEY MOUSE TRACTOR — Here's Mickey Mouse chugging along on a big realistic tractor! Large moulded rubber wheels turn on Sunruco's patented nickeled-steel axles. Mickey's head is movable.

MICKEY MOUSE FIRE TRUCK — Mickey Mouse drives this racy fire truck at breakneck speed, while Donald Duck braces himself at the back and grabs his hat. Real appeal that parents and children can't resist.

© WALT DISNEY PRODUCTIONS

SUNRUCO LATEX CRIB-CRADLE TOYS

Sunruco "toddler" age toys provide endless entertainment for the child in his crib, tub, or play-pen. Sunruco toys are SAFE. They can be chewed, squeezed, or thrown. The realistic dyes used are harmless, fast colors that are washable without fading. The new Sunruco squeeze whistle is firmly "built to stay" in the toy. Packaged in cellophane bags for easy display.

We'll see you at the toy fair

ROOMS 1190-1-2-4
HOTEL McALPIN

THE SUN RUBBER COMPANY
Sunruco
• BARBERTON • OHIO •

S-1147-7

Printed in U.S.A.

Fast Selling - Sensational Toys

Toy Adding Machine

No. 149

Size: 8½ inches deep
5¾ " wide
3 " high

A real Adding Machine for youngsters and grown ups alike. It is practical and mechanically perfect. Adds up to 999. Has three columns of visible key board with easy touch control. Has knob on side to turn for easy clearing totals in machine. Heavy gauge steel construction. Made to last a life time.

Finished attractively in baked on enamel.

Packed in individual cartons—one dozen to master corrugated shipping container. Weight 25 lbs.

Tom Thumb Cash Register

No. 248

Size: 7¼ inches deep
6½ " wide
7¼ " high

THIS IS MORE THAN A TOY—
IT IS A REAL CASH REGISTER.

Press the key and ring up the sale. The six compartment drawer pops out and up comes the amount of the sale in the glass window at top.

Substantially constructed of heavy gauge steel and attractively finished in baked enamel. Exciting and educational for children of all ages and even a real utility for adults.

Packed in individual cartons. One dozen to a master corrugated shipping container. Weight 50 lbs.

Patent No. 1906361
Other patents pending

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WESTERN STAMPING COMPANY

JACKSON, MICHIGAN

New DeLuxe Cash Register

TOM THUMB MODEL 1148

Stainless Steel

Highly Polished

Mirror Finish

Size: 7¾ inches deep
7¾ " high
6½ " wide

Packed in individual cartons. One dozen to a master corrugated shipping container.

Weight 50 lbs.

Patent No. 1906361
Other patents pending

METAL PLAY MONEY

A generous amount of realistic metal coin play money in ones, fives, tens, twenty-fives and fifties is available at your dealers for 25 cents per package.

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WESTERN STAMPING COMPANY

JACKSON, MICHIGAN

REVOLVING ACTION

No. 200 TRU-MATIC Roller DIGGER

AN INDOOR-OUTDOOR TOY
HEAVY STEEL CONSTRUCTION

Packed: Individually in carton (Semi-assembled)

Minimum Orders: 1 Dozen

Weight: Approximately 12 lbs. each

Dimensions: Base 18" x 13" — all over height 27" — length of beam with catch bucket 23½".

Ideal FOR BEACH OR SAND PILE

PATENT PENDING

Direct action — nothing to get out of order! Makes a complete circle — digs and dumps wherever wanted. Hand lever controls beam and depth of digging. Hand crank controls direction of bucket and length of stroke.

Made by TRUMATIC TOY COMPANY, MOUNT VERNON, N. Y.

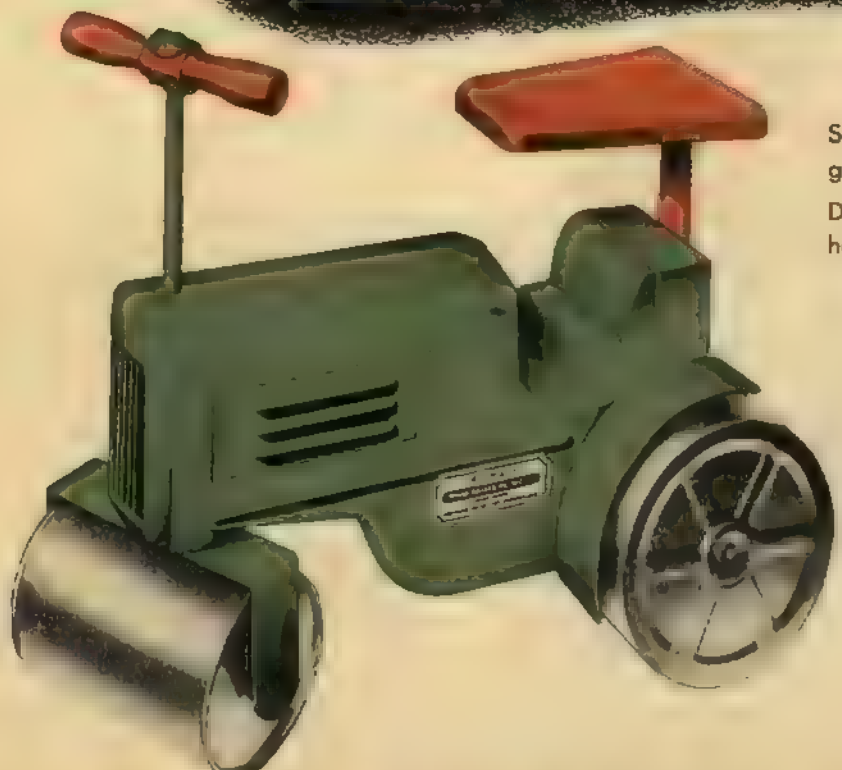
Strauss & Richstone Inc

No. 300 TRUMATIC COMBINATION BULLDOZER and SNOW PLOW

- FOR INDOOR OR OUTDOOR PLAY
- HEAVY STEEL CONSTRUCTION

- Packed individually in carton.
- Fully assembled.
- Minimum order: 1 doz.
- Weight: approximately 12 lbs.
- Length: 21"
- Width: 12"
- Height: 16"
- Height of seat (adjustable) from 11½" to 13½".

New No. 400 ROAD ROLLER



Solid construction, nothing to get out of order.

Direct action steering from handle bar.

- Packed individually in carton.
- Fully assembled
- Minimum order: 1 doz.
- Weight: Approximately 10 lbs.
- Length: 18"
- Width: 8"
- Height: 16"
- Height of seat (adjustable) from 11½" to 13½".

Made by TRUMATIC TOY COMPANY, MOUNT VERNON, N. Y.

Strauss & Richstone Inc

Here it is!
MODEL-L
All pieces necessary to build over 100 models 2 screwdrivers—wrenches—demountable rubber tires Shipping wt 18 lbs., 1 doz FREIGHT PREPAID
$2.95 • RETAIL
MODEL-S
All pieces necessary to build over 50 models 1 screwdriver—wrench demountable rubber tires Shipping wt 12 lbs., 1 doz FREIGHT PREPAID
$1.69 • RETAIL
All Aluminum
WILL NOT RUST—
NATIONALLY KNOWN MICKEY MOUSE IS YOUR STAR SALESMAN
SETS ARE COMPLETE WITH EASY-TO-FOLLOW BUILDING BLUEPRINTS.
ORDER.
FAST TRADED • FAST MOVING • SALES REPEATING • PROFIT BUILDING
WALT DISNEY
MICKEY MOUSE
ASSEMBLY SET
MICKEY MOUSE
Manufactured by
Hollywood Toycraft INC.
6223 SAN FERNANDO ROAD
GLENDALE 1, CALIF.
SALES REPRESENTATIVES: Bernard Funk, 200 Fifth Avenue, New York
Al Auger, 1355 Market Street, San Francisco, Cal
D. D. Ottsott Co., Second Unit Santa Fe Building, Dallas, Texas

Cambridge "CADET" *for* 1948—

Designed expressly for us by the famous naval architect, Winthrop L. Warner, "Cadet" offers full headroom, unbelievable storage and locker space, auxiliary power. Construction throughout follows best accepted practices. Selected seasoned materials only are used. Keel and framing are white oak; planking cedar; Everdur fastenings. Teak decks, laid ship-style and caulked. Mast: hollow box spar of Sitka spruce.

Cadet is a boat of refreshingly new character for 1948 and the future. Now in the water and ready for demonstration. Write or wire for delivery information and other details today.

Meanwhile, assembly-line production of our famous Hampton One-Design continues. We also specialize in custom-built boats, power and sail.

We have facilities for repairing, servicing and storing (wet and dry) vessels up to 125′ in length. The yard is complete with two launching ways, one 20-ton hoist for smaller boats, machine shop, pipe shop, electric shop, welding and complete joiner shop.

Cambridge Shipbuilders, Inc.

Cambridge • • • Maryland

Telephone 1100

MACK DIESEL ENGINES. Two marine diesel engines are manufactured by the Mack International Motor Truck Co., Empire State Building, N. Y. City. Both are 6-cylinder engines of the same over-all dimensions but one develops 100 hp. at 1500 r.p.m. and the other 125 hp. at 1800 r.p.m. The weight of each is 3200 pounds.

PAULSEN-WEBBER'S SPLICING VISE. A new yachtsman's splicing vise has been developed by Paulsen-Webber Cordage Corp., of 170 John St., N. Y. City. It consists of a bronze casting with cadmium plated steel moving parts and will handle wire rope up to and including ⅝″ diameter. It is designed to serve yachtsmen, fishermen and small yards.

CASEY TO BUILD AUXILIARIES. The Casey Boat Building Co., of Fairhaven, Mass., plans to build for the 1948 season a limited quantity of Casey standardized auxiliaries, in lengths of 31′, 39′, 45′ and 50′ o.a. All boats are of the seagoing type with spacious accommodations. Sloop, cutter, ketch and yawl rigs are used in the various models.

GULF CRAFT HAS DIVERSIFIED FLEET. Inboard runabouts in lengths of 15′ and 18′ and several cruiser models in lengths of 24′ and 32′ comprise the 1948 fleet of Gulf Craft, P. O. Box 488, New Port Richey, Fla. All models are mahogany planked, with batten seam construction fastened with Everdur screws. Keel, stem, and chines are white oak. Optional power installations drive the 18-footer as high as 50 m.p.h. and the 24-footer up to 39 m.p.h.

Gulf Craft's 24′ Sport Fisherman has speeds up to 39 m.p.h.

SPEEDLINERS BY GENERAL MARINE. Several models of 12′, 13′ and 14′ outboard runabouts, all bearing the name of Speedliner, are built by the General Marine Co., St. Joseph 25, Mich. All models will be available for spring delivery.

General Marine's 14′ mahogany plywood Trophy Runabout

SAYBROOK'S SAILERETTE AND LIGHTNING. The Saybrook Yacht Yard, of Saybrook, Conn., specializes in building the Sailerette and the Lightning. The former is a keel sloop 27′ 2″ o.a., 18′ 4″ l.w.l., 7′ 6″ beam and 4′ 2″ draft. She is basically a smart day sailer but comes also with complete cruising accommodations and an engine. Both models sail well, are nicely finished and built to the highest specifications. The Saybrook Lightning has built up an enviable racing record in this popular class. She has cedar planking, spruce frames, Everdur fastenings, stainless steel rigging and Merriman hardware.

CAMPBELL BUILDS OF STEEL AND WOOD. Sail and power yachts, both steel and wood, are built by the Campbell Boat Co., custom builders, Holland, Mich. Recently completed was a 42′ o.a., Luders-designed auxiliary cutter, planked with mahogany and framed and timbered of white oak. The company also built an Alden-designed Malabar Jr. auxiliary and delivered her last summer.

THE LANGE BOAT LIFT. A hydraulically operated boat lift is manufactured by Lange Aviation Corp., of Milwaukee, Wis. Designed to accommodate boats from 12′ to 30′ in length, excluding keel sail boats, it comes in four models, the largest being capable of lifting boats up to 6000 pounds. The lift is submerged below the surface on the beach. The boat is then floated over the lift and the pump raises it high and dry in a matter of seconds.

CAPTAIN MARVEL
MECHANICAL RACING CARS

Fast-riding
Fast-selling

- 4 midget racing cars—4" long
- Powerful precision spring motors
- Rubber disc wheels
- Display box simulates auto race track
  Complete Catalog on Request

No. 75

Automatic TOY COMPANY
77 ALASKA STREET • STATEN ISLAND 10, N.Y.

SOLE SALES REPRES. Henry Katz 200 Fifth Avenue New York 10, N. Y.

BALDWIN joins in urging Toy Buyers to bridge the gap between season sales with earlier and more intensive Spring and Easter sales promotion, in a campaign centered around these three Easter-Spring "naturals."

First . . . SUZY-BELLE . . . the mechanical chicken that walks . . . pecks . . . cackles . . . and lays eggs, the young lady who—in case you haven't heard—bombshelled the '48 FAIR. Besides setting the customers out in the aisles, she was photographed, and televised, and publicized, and even had her cackle broadcast over the air!

For the nation's Sidewalk Set, the MUSIC-CLIK Jump Rope, with the patented RYTHMASTER that clicks musically in time with the jumper as the rope revolves. First innovation in the jump rope since the clothes line was fitted with handles.

Then, of course, there's the LITTLE RED HEN, need we say more? She's as much a part of Easter as the bunny or colored eggs. Little sister to SUZY-BELLE, she has cackled and layed eggs to the delight of youngsters the world over for almost a decade.

Let BALDWIN help you plan that Big Spring Promotion by writing to us NOW!

BALDWIN MFG. CO.
180 Morgan Ave.
Brooklyn 6, New York

ONLY 6 MONTHS TILL SPRING

The three autographed sponge balls shown above were the best sellers in Barr's entire fast selling line of gas inflated balls, sponge balls, and balloons. They were the best sellers all through the first nine months of this year. So good in fact that deliveries ran up to 45 days behind during the early spring. It will pay you to order your spring requirements now, so that when the 1949 baseball season gets started you can cash in on Joe DiMaggio, Hal Newhouser, and George Kell.

THE BARR RUBBER PRODUCTS COMPANY • • • Sandusky, Ohio

BAYSHORE'S "JITTER BALL"

A real hot item that moves off the counters fast. The biggest value in Vinyl playballs on the market. Measures 11" in diameter and retails for about 49c. Assorted two tone color combinations in red, yellow and blue. Ball efficiently designed with a heavy rubber replaceable bladder.

BAYSHORE INDUSTRIES, INC., ELKTON, MARYLAND, has found the demand just as great in winter as in summer for this indoor and outdoor playball.

BEER NOVELTIES & RAPID EVERYDAY SELLERS

No. 1275—Miniature Beer Bottle Carrier. An appealing miniature novelty that is ideal for display as table or shelf decorations. Exact in every detail to the regulation size bottle carrier Carrier is constructed of colorful strong durable cardboard with appropriate wordings. Fitted with six miniature four inch brown glass beer bottles with assorted famous labels and filled with liquid that amazingly resembles real beer Width, 5 inches; height, 6½ inches, depth, 2¼ inches
Per set . **45¢** Per dozen sets .. **$4.00**

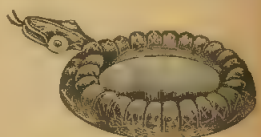
No. 1287—Novelty Cigarette Dispenser and Ash Tray. The newest novelty smoker item now on the market All made of selected smooth grained pine wood this popular item looks like a real toilet Has back and base of red with realistic tile design Roll of toilet paper is a smooth round spool of wood attached to wall with metal frame Water chamber on top has removable lid which will hold a full pack of regular cigarettes Just pull the chain and a cigarette pops out ready to be lighted. Hinged wood toilet, seat rests on a deep ash tray of white opaque glass. For added realism it has a round wood pipe connecting the toilet with the water chamber on top Height, 10 inches, width, 4 inches, depth, 5 inches Each in box
Each **85¢** Per dozen . **$9.00**

No. 1268—Fire Extinguisher Bottle Novelty. A sure fire fast selling novelty with a multitude of laugh producing qualities Made of solid wood to resemble a fire extinguisher case. Has glass front with words "In Case of Emergency Break Glass" in large white letters Case contains eight miniature brown glass beer bottle with [illegible] ash.
Per dozen **$2.00**

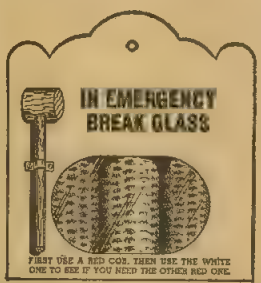
No. 1246—Outhouse Beer and Whiskey Novelty Similar to above but resembles an outhouse with 1¾-inch glass that is apparently filled Structure is 3½ inches tall.
Per dozen **$2.00**

No. 1253—Miniature Beer Glass Ash Tray. A delightful novelty that features a 1¾-inch tall miniature mug made of glass Filled to resemble beer—it even has a crown of creamy foam Large ash tray and base are of beautiful baked ceramic
Each **30¢** Per dozen **$3.00**

No. 1255—Whiskey Glass Ash Tray. Similar to above but features full size filled whiskey glass—so realistic in appearance that it fools everyone.
Each **30¢** Per dozen .. **$3.00**



No. 1278—Lucky Charmer Ash Tray. A rattlesnake coiled ready to strike—ready to sink its fangs into some unsuspecting victim Realistic in every detail with a cunning fiery red glint in its eyes the sharp searching fangs and camouflaged color of its body A new ash tray that combines usefulness with novelness Made of strong molded composition it has a 2½-inch glass ash tray base of rainbow colored glass
Per dozen . **$2.00**



No. 1244M105—Kozie Kob Kit. A real laugh provoker Box made of smooth sanded wood has acetate front with small mallet attached. Ready to have [illegible] corn cobs Ideal for parties [illegible] Inside lid letters say "In Emergency Break Glass" instructions on how to use the marvelously funny equipment also imprinted on box
Per dozen .... **$1.60** Per gross . **$18.00**

No. 1256—Miniature Steinie Ash Tray. Features miniature 3-inch tall steinie bottle, complete in every detail with metal cap, label and filled with liquid to resemble beer. Ash tray and base is artistically designed of attractive ceramic material noted for its lustrous sheen
Each **30¢** Per dozen . . **$3.00**

No. 1258—Miniature Steinie Beer Bottles. Steinie beer bottles same size as above but without ash tray.
Per dozen ..... **80¢**

No. 1254—Miniature Beer Bottle Ash Tray. Features miniature 4½-inch beer bottle made of brown glass and filled with liquid that resembles beer Famous labels Large sized ash tray and base made of superior ceramic material
Each ..... **30¢** Per dozen **$3.00**

No. 1259—Miniature Beer Bottles. Beer bottles same size as above but without ash tray.
Per dozen ..... **80¢**

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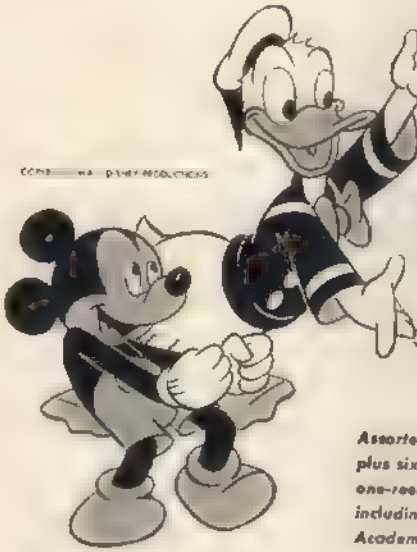

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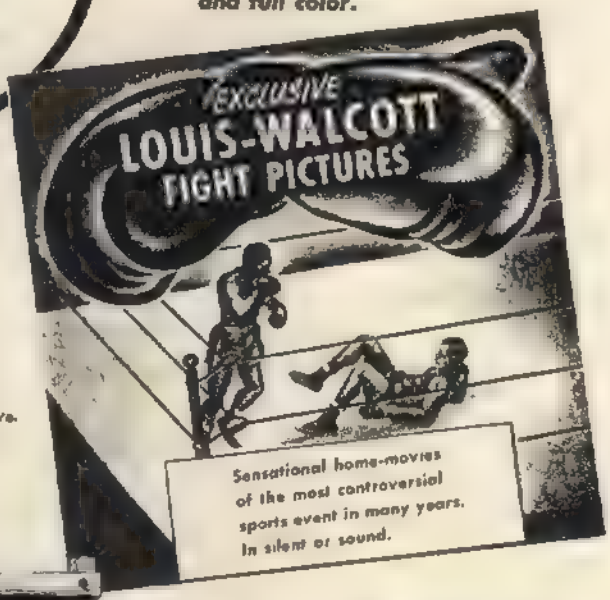

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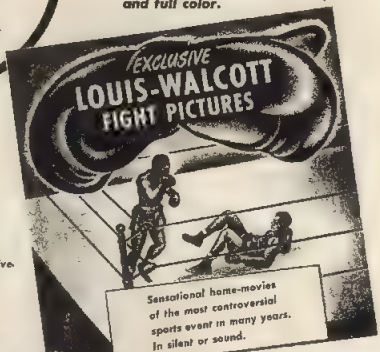

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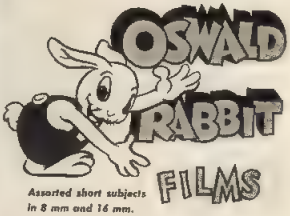

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NOW MECHANIZED!

New WHIRL"WIND" HELICOPTER

The famous Woodette Helicopter is back with even greater play appeal! Wind it up and away it goes—propeller whirling and taxing around like a real helicopter ready for a takeoff.

Here are the new 1948 features:

- **Sturdy—powerful clock spring motor.**
- **All rubber propeller blades.**
- **Latest type break-proof acetate plastic fusilage in an assortment of brilliant colors.**
- **Rubber balloon tires.**
- **Beautifully, individually packaged.**

DONT WAIT—ORDER TODAY!

specifications:

Length 10½"
Propeller Spread 7½"
Individually boxed
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Shipping weight per carton 44 lb.
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CARROM *Announces . . .*
A SENSATIONAL NEW TOY!

COZZONE
CONSTRUCTION SET

Here is an entirely new idea in an all-metal construction toy — and a brand new departure for Carrom Industries! It will receive its official introduction to the Toy Trade at the American Toy Fair so don't fail to see it!

The COZZONE CONSTRUCTION SET employs round aluminum rods, with integrally mounted patented threaded brass swivel screws at each end of the rod — used in connection with 6-hole square couplings, 8-hole hexagonal couplings, studs in various lengths, flat pieces in three sizes, track holders for use in combination with electric trains, and swivel axle wheels. There are NO BOLTS, NUTS OR WASHERS!

The COZZONE SET provides practically an unlimited building range and completed models have a clean-cut, professional look that is outstandingly different!

This toy received its initial introduction to the public at the December Toy Show held at the Museum of Science and Industry, at Radio City, New York and was received most enthusiastically. Don't fail to include this sensational new toy in your 1948 line! It's a natural for large volume sales. Beautifully packaged. Available in two sizes.

Carrom Industries, Inc.

[illegible] MICHIGAN

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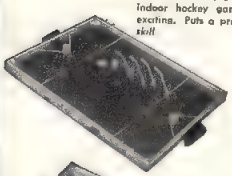
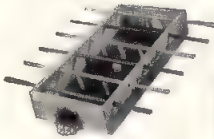
You can't beat CARROM FOR Family GAMES

As folks turn indoors for recreation and entertainment . . . the demand for Family and Party Games goes up! Feature the CARROM line and you'll be able to meet your customers' wants. Here are a few popular skill games, both old and new, that should be represented in your stock.

NOK-HOCKEY . . . a real indoor hockey game! Fast, exciting. Puts a premium on skill





KIKIT Combines the skill, teamwork and scoring principles of hockey, soccer, and basketball. Can be played by 2, 4 or 6 persons. Two sizes.

FOX HUNT. Combines skill and chance . . . with plenty of fast action! Appeals to all age groups from 6 to 60.

CARROM BAGATELLE Fun for the "pin ball" experts! Can be played "solitaire" or by a crowd. Made of selected hardwood plywood; size: 15" x 30".

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SPIN BOWL. A new, fast, exciting table model bowling game, scored like regular bowling. Fun for everybody!

DRIVE 'N PUTT. A brand new, floor model golf game . . . the newest addition to the Carrom line. Plays like the real thing!

OFFICIAL TABLE-TENNIS TABLE. Made in 2 sections; folds flat; 8 legs with special steel locking braces. Top fitted to hardwood frame, rugged, locked-corner construction. A top-bracket sales unit.

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White sidewall tires, as illustrated available at extra cost

You're in Clover all the way

START with the looks of it, if you will. You know certain-sure that here you sit mighty pretty — with styling fresh as a field at sunup, and with lines bound to stay lovely and new-looking for seasons to come.

But set this big Buick in motion. There's where you really find yourself in clover — way ahead on every count that measures a car's worth.

You boss the miles with mighty Fireball power — from a straight-eight engine of valve-in-head design, so basically efficient, so frugal with fuel.

You take highways and side lanes with the jar-free cushioning of coil springs on all *four* wheels — practically break-proof under the toughest travel, and never needing service.

You drive protected by the massive strength of an X-braced frame, the sure-footed stride of extra wide Safety-Ride rims, the softness of larger, lower-pressure tires, the solid steadiness of a two-ton car and a rigid torque tube that takes all driving thrust, shields moving parts against dust, dirt and damage.

And here, in this distinctively styled beauty, you have two new engineering triumphs no other car knows.

One is Vibra-Shielding, which banishes vibration build-up, frees you from motoring fatigue, brings you a new concept of smoothness and quiet and restful ease.

The other is Dynaflow Drive* where gears *never* shift — *the power plant itself does the work of gears.* Driving becomes simple and smooth as never before.

There's no clutch pedal, yet you have positive control at all times. And in sand, mud or deep snow, you can "rock" the car out with surprising ease.

Surely, your smartest move is to measure Buick against *your* specifications.

Do that — at your Buick dealer's. Check it for style, size, sound building. See for yourself why this handsome traveler, richer by some 30-odd new advances, is your best buy. Then get your order in *early.*

*Optional at extra cost on Roadmaster models only.

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A FINE AMERICAN FARM AND A FINE AMERICAN CAR

A view of the 900-acre Nesemeier farm near Casselton in North Dakota's Red River valley

GEORGE H. NESEMEIER, JR.
Respected North Dakota grain grower considers Studebaker cars and trucks outstanding.

George Nesemeier is mighty proud of his farm and his new Studebaker

"PEOPLE often tell me we have one of the nicest farm homes in our part of the state," says George H. Nesemeier, Jr. "Now, we're beginning to get almost as many compliments about our car.

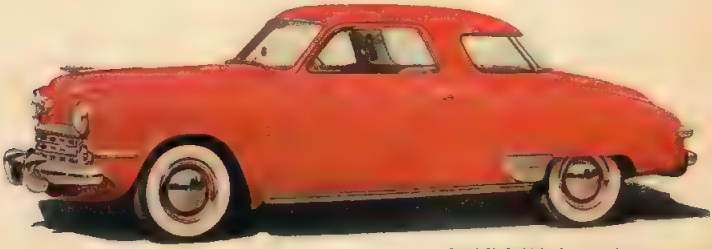
"All that extra glass in our Studebaker gives a marvelous view of everything—in back, at the sides, in front.

"It's a knockout of a car in good looks, but we make it work for its keep on our 900-acre place. It's a wonderful performer—easy on gas and oil—rugged and reliable as our Studebaker truck!"

Yes, thousands of Americans feel like George H. Nesemeier, Jr. about the new Studebakers they drive. Studebaker's far-advanced styling and engineering add up to a delightful new kind of motoring.

See the Starlight Coupe pictured here and all the other latest versions of the distinctive Studebaker new look. It's the new goal of all modern car design.

Stop in at a dealer's and see the sensational 1949 Studebaker trucks, too. They're America's newest and finest!



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Variable speed. Totally enclosed regulator for either alternating or direct current, phosphor bronze bearings.

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No. 50—15 in. high, 8 in. outlet, 3 in. inlet, 1100 to 2350 R.P.M., complete with 10 ft. cord and attachment plug, totally enclosed 6-speed regulator; wt. each 60 lbs. ..... $.....

One in a crate.

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CHAMPION WHIRLWIND

Anti-Clinker Heavy Nest

Produces a circular, rotary blast which will not let heat or hot air up and out of the chimney. Concentrates the blast and heat in the tuyere nest, thus making a hotter fire and heating the iron one-third quicker.

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CHAMPION ADJUSTABLE NOZZLE

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With center blast, ball and rod.

No. 40—10 in. high, 7½ in. diam.; wt. each 15 lbs. ..... .$.... .

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Well constructed with ball and rod. For No. 140 blower.

Each

No. 140—10 in. high, 7 in. diam; wt. each 12 lbs ... .$ ....

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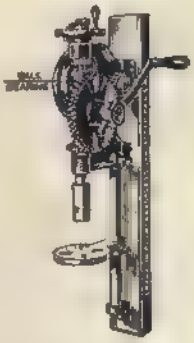


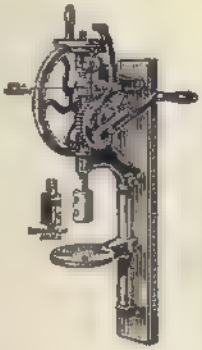
Self-Feed, Ball Bearing

A low priced, light-weight drill with moderate capacity.

Adjustable slotted table with 7 in. run; 6¼ in. flywheel for use with V-belt; adjustable crank.

Each

No. 108—26 in. high, drills to center of 8 in. circle, drills from 0 to 1½ in. holes, diameter of spindle ⅞ in., up and down run 1⅝ in., greatest distance from table to spindle 8 in., takes ½ in. straight shank drills; wt. each 29 lbs. .. . .$....



Self-Feed, Ball Bearing

A low priced self-feed post drill with back gears and slotted lathe-turned table. Lathe-turned steel spindle with end thrust ball bearings. This drill is machine-jigged, therefore all parts are standard and interchangeable and noted for their strength and accuracy.

Each

No. 103—31 in. high, drills to center of 12 in. circle, drills from 0 to ⅝ in. holes, diameter of spindle ⅞ in., up and down run 3 in., greatest distance from table to spindle 8¾ in., takes ½ in. straight shank drills; wt. each 65 lbs. ..... $.....

Ball Bearing Automatic Self-Feed

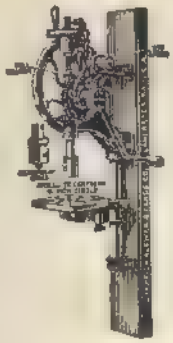
A first class back geared drill, all bearings ground out of solid metal. All parts lathe turned.

It has lathe-turned and slotted table. End thrust ball bearings save 50 per cent in power.

Each

No. 98—40 in. high, drills to center of 14 in. circle, drills from 0 to 1¼ in. holes, diameter of spindle 1 in., up and down run 3 in., greatest distance from table to spindle 10 in., takes ½ in. straight shank drills; wt. each 90 lbs. .... $... .

POST DRILLS
CHAMPION



Ball Bearing Automatic Self-Feed Three-Geared

The three gears give the second speed same turning direction of crank as the first speed; it has two speeds that turn in the same direction; end thrust ball bearings; automatic self-feed; lathe-turned and slotted table.

Each

No. 95—46 in. high, drills to center of 16 in. circle, drills from 0 to 1¼ in. holes, diameter of spindle 1⅛ in., up and down run 3 in., greatest distance from table to spindle 10 in., takes ½ in. straight shank drills; wt. each 110 lbs. .....$ . ..

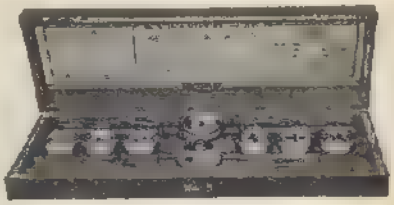
SCREW PLATES
LITTLE GIANT SINGLE STOCK

The die proper is in 2 pieces, each half having 2 cutting edges. It is easily removable from the cap for sharpening on a thin emery wheel

The die is held in a cap. The edges are beveled to the same angle as the edges of the slot in the cap. A small screw at each end of the slot adjusts the halves to the exact size.

The die is beveled on both sides to prevent reversing the die so that work may be threaded either through the guide or from the face.

After the die is laid in the slot in the cap, a screw guide wedges it tight. The die is thus held in a three angle grip and cannot tilt out of alignment. When the screw guide is tightened the die becomes practically one solid piece, yet is easily taken apart for sharpening.



National Coarse (U.S.S.) Threads

Per set

No. 2—5 sizes taps and dies, cutting ¼-20, ⅜-16, ½-13, ⅝-11 and ¾-10 threads, 2¾ in. diameter collets, one 23 in. stock and one 15 in. adjustable tap wrench; wt. per set 17 lbs. ..$....

One set in a box.

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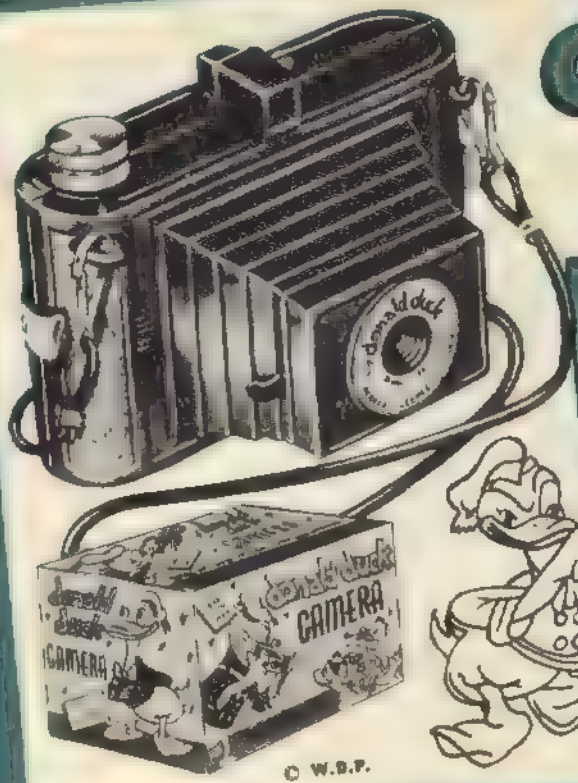

donald duck CAMERA

FAMED FOR ITS YOUNGSTER APPEAL

NEW LOW RETAIL PRICE

$1.98 INCLUDING EXCISE TAX

Std. Packages 48
Wt. 23 Lbs.

The wonderful, cute little camera that is tops in popularity with all the younger boys and girls in the nation! Specially designed to make perfect picture taking a "snap" for even the youngest, with instantaneous pre-set shutter — optically ground meniscus lens — accurate eye-level finder. Guaranteed for one year.

Formerly priced higher, the Donald Duck has been a sensational seller. Now, at this low price, it's the most terrific value in the youthful market!

LEATHERETTE CARRYING CASE..... 59¢

STANDARD DISCOUNTS

© W.D.P.

Both of these cameras operate with any standard 127 film. They take 12 1⅝ in. square exposures to the roll — snaps may be enlarged to beautiful 8x10 in. pictures.

Added Attraction!

LOWEST PRICES EVER QUOTED ON OLYMPIC 127 FILM!

CAN BE RETAILED FOR AS LOW AS 19¢

Tie in film sales with Donald Duck and Herco camera sales for extra, continuous volume!

Olympic is the customer's choice — extra fast, panchromatic film that takes 8 or 12 exposures to roll. Film guaranteed until March 1949.

New HERCO CANDID CAMERA

SWELLS SALES to TEEN-AGERS and ADULTS

This amazing camera has everything to make it a super seller! It is scientifically designed to take sharp, clear, beautiful pictures. It is specially constructed for fast, accurate candid shots, with eye-level viewer on its top — ready action automatic re-set shutter — built-in and protected optically ground and polished meniscus lens — built-in shade to deflect sunlight. With its handsome light-proof plastic body, this camera is durable under all climatic conditions.

RETAILS AT

$1.98 INCLUDING EXCISE TAX

Std. Packages 48
Wt. 23 Lbs.

LEATHERETTE CARRYING CASE 59¢

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HERCO *De Luxe* 4 power BINOCULARS

An ideal, precision built optical instrument – the finest pair of binoculars that can be had in the popular price field! With their extra power and clarity of vision, they're in tremendous demand by sportsmen of all ages. Handsome, streamlined appearance is modeled after the most expensive binoculars on the market. All this plus a good looking, ever ready, water proof carrying case in pebble grained simulated leather!

A FEW OF THEIR FINER FEATURES:

- Pitch Polished, Perfectly Matched Optically Ground and Polished Lenses
- Extra Wide Field of Vision
- Constructed with Fine Quality Aluminum Fittings
- Highly Chrome Plated Bridge with Center Break for Inter-Pupillary Adjustment
- Center Screw For Easy, Accurate Focusing
- Simulated Leather Shoulder Strap

RETAIL AT $5.95 COMPLETE with CARRYING CASE

STANDARD DISCOUNTS

Std. Packages 2 Doz.
Wt. 20 Lbs.

HERCO 3 power BINOCULARS

A revolutionary value in binoculars! Wonderful performance – at a price even the youngsters can pay – gives you the key to an unlimited market that's all year 'round! Optically ground and pitch polished lenses for clear, sharp magnification. Binoculars are sturdily constructed to take rugged, knock-about usage.

SIMULATED LEATHER CARRYING CASE 59c

Std. Packages 3 Doz.
Wt. 25 Lbs.

RETAIL AT $2.98 STANDARD DISCOUNTS

OTHER FEATURES INCLUDE:

- Adjustable for Eye Separation and Focal Length
- Complete with Simulated Leather Shoulder Strap
- Large Objective Lenses
- Eye Lenses Recessed to Eliminate Light and Reflections
- Specially Designed to Fit Hands Comfortably
- Wide Field of Vision

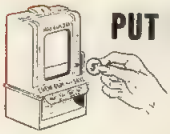
Herbert George Co.
Precision Manufacturers of Toys and Optical Specialties
311 North Desplaines Street • Chicago 6, Illinois

The Biggest Binocular Buys Ever Offered!

the **TREMENDOUSLY SUCCESSFUL CHOO-GUM**

VENDING MACHINE

...it's a bank too!



PUT MONEY IN,

ACTUALLY GET REAL GUM OUT!

$1.75 RETAIL

A MINIATURE REPRODUCTION OF A REAL GUM VENDING MACHINE

•

STURDILY MADE OF METAL AND PLASTIC IN TWO BRIGHT COLORS.

•

COMES WITH THREE STICKS OF DUMMY GUM FOR DEMONSTRATION.

•

HOLDS 25 SLICES OF STANDARD SIZE STICK GUM

Visit us at the ***TOY FAIR***

HOTEL McALPIN, RM. 1173

We'll have a ***SENSATIONAL OFFER***

PLASTIC ARTICLES CO. 150 FIFTH AVENUE, NEW YORK 10, N. Y.

FOUR-LEGGED FURY!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Typical example: farmer's experience with B. F. Goodrich tires

MR. RUSSELL V. FALK is shown above on his 320-acre grain and livestock farm in Red Oak, Iowa. He is another farmer who uses B. F. Goodrich tires on his car, truck and tractor.

When the photographer took these pictures, Mr. Falk told him: "I have used B. F. Goodrich tires for the past seven or eight years and have always gotten good mileage. I now have 24,000 miles on my second set of passenger car tires which are still good for another 24,000."

B. F. Goodrich Silvertowns outwear other tires, including prewar tires. They resisting breaker strips. A broader, flatter tread that grips the road, wears slower and more evenly.

On his pick-up, Mr. Falk uses B. F. Goodrich *All-Purpose* truck tires. They're ideal for rugged farm work, on or off the highway. They carry him "through all kinds of poor driving conditions like snow and muddy roads."

As for tractor tires, Mr. Falk agrees with other farmers who voted 2 to 1 for the B. F. Goodrich type tread. "The Hi-Cleat tractor tires with the open type tread," he says, "get me through the that they are self-cleaning."

Mr. Falk also likes the way friendly B. F. Goodrich dealers do business. "B. F. Goodrich service has always been good," he states, "and the trade-in allowances have been very liberal."

For every wheel on the farm, B. F. Goodrich tires are best in the long run. Before you buy new tires, see your B. F. Goodrich dealer. *The B. F. Goodrich Company, Akron, Ohio.*

B.F.Goodrich

FIRST IN RUBBER

ALWAYS BUY
ABC CHESTERFIELD
A ALWAYS MILDER B BETTER TASTING C COOLER SMOKING
WHY... I smoke Chesterfield
(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)
Liggett & Myers buy top quality cigarette tobacco and pay top prices for it . . . nobody will average paying more than they do year in and year out.
I've been smoking Chesterfields ever since I've been smoking. I just like them . . . they have real tobacco flavor.
William P. Wiseman
FARMER—DANVILLE, VA.
Chesterfield
CIGARETTES
CHESTERFIELD

FAVORITE HEROES

exclusive, top-quality line of

HOLSTER SETS

Cuff sets and boot tops. Handsomely embossed leather. Best cap pistols made!

HOLSTER OUTFITS

Genuine leather. Outstanding pistol values. Die-cut display boxes feature famous Dick Tracy characters!

COWBOY SUITS

Leather chaps, vests and holsters. Authentic Wild West pistols and Cowboy fashions in real fur and leather!

Also a complete line of Indian, Policeman and Fireman Suits, etc.

Manufactured by

CLASSY PRODUCTS CORPORATION

54 PARK PLACE NEW YORK 7, N. Y.

FAVORITE HEROES

exclusive, top-quality line of

HOLSTER SETS

Cuff sets and boot tops. Handsomely embossed leather. Best cap pistols made!

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Also a complete line of Indian, Policeman and Fireman Suits, etc.

Manufactured by

CLASSY PRODUCTS CORPORATION

54 PARK PLACE NEW YORK 7, N. Y.

LAWN MOWERS

CLEMSON SUPER

Heat treated bed knife and reel blades. Zinc alloy castings.

Single wing screw provides self-locking, fingertip adjustment of cutting height from ¼ to 2 inches. Setting indicated on dial.

Two wing screws give micrometer-like finger tip adjustment of reel in relation to rigid, fixed bed-knife. Retains alignment.

Three-piece roller of molded Tenite cannot warp or split. Makes turning easier, prevents scuffing on turns.

New handle suspension, well back of wheel axis, prevents bobbing on bumpy ground. Angle of handle-thrust always the same in relation to main frame, regardless of cutting height adjustment. Handle features comfort-molded plastic grips; on cross-bar that's placed right for easy carrying, there is a convenient bracket for hand clipper.

No.	E-17
Width cut, in.	17
Shipping wt. each, lbs.	41
Each	$

Open stock.

REPAIR PARTS FOR NO. E-17 LAWN MOWERS

Part Nos.	Name of part	No. required	Each
E-1	Wheel	2	$3.00
E-2	Tire	2	1.50
E-3	Wheel Bearing	2	.75
E-4	Hub cap	2	.50
E-5	Wheel washer	2	.10
E-6R	Dust Cover (right)	1	.50
E-6L	Dust Cover (left)	1	.50
E-7	Main frame	1	4.50
E-13R	Reel sub frame (right)	1	1.00
E-13L	Reel sub frame (left)	1	1.00
E-20	Complete reel	1	6.00
E-21	Reel bearing, balls and retainers	2	.50
E-24	Reel bearing reels	2	.10
E-25	Clutch gears	2	.75
E-26	Clutch pawls	2	.10
E-27	Reel adjusting screws	2	.50
E-28	Retracting bracket	2	.25
E-28A	Retracting Spring	2	.10
E-29	Bed knife, (complete)	1	2.50
E-31	Bed knife screws	4	.10
E-32	Roller frame (right)	1	1.00
E-33	Roller frame (left)	1	1.00
E-38	Ground roller shaft	1	.75
E-39	Ground rollers	3	.75
E-41	Ground roller cap screws	2	.10
E-42	Ground roller lock washers	2	.10
E-43	Hairpin springs	4	.10
E-44	Complete handle	1	4.50
E-44C	Handle upper leg assembly	1	1.50
E-44G	Handle lower leg assembly	2	.75
E-44H	Handle lower leg screws	2	.10
E-44I	Handle grip (complete)	1	1.50
E-44L	Handle grip screws	1	.10
Regrinding		Net	3.00
Minimum charge			.50

Open stock.

LAWN MOWERS

EXCELLO

Ball Bearing

Light fabricated steel mower is smooth, easy running.

The wheels each have over 6¾ square inches of bearing surface.

The reel is mounted on self-adjusting ball bearings which require no attention.

Adjusting screws are all accessible and positive in action.

One piece tubular steel handle.

Steel spiders won't break or crack.

Semi-pneumatic rubber tires.
Steel fabricated side plate won't break or distort.
One piece steel fabricated cutter bar.
Finished in red and green.

Width cut, in.	16
Shipping wt. each, lbs.	37
Each	$

One in a carton; handle separate.

REPAIR PARTS FOR EXCELLO LAWN MOWERS

Part Nos.	Name of part	Each
XL-106	Retainer Cap	$0.20
XL-114	Reel Bearing Cone	.40
XL-121	Shrub Bar Assembly	2.25
XL-122	Right Wheel Spacer	.15
XL-123	Left Wheel Spacer	.15
XL-124	Pawl	.15
XL-125	Reel Assembly	4.50
XL-127	Reel Ball Cup	.20
XL-128	Cutter Bar Assembly	2.75
XL-131	Tire	1.75
XL-132	Handle Grip	.20
XL-133	Wooden Roller, 16 inch	.75
XL-133A	Rubber Roller, 16 inch	1.25
XL-134	Adjusting Screw	.10
XL-135	Hex Head Machine Bolt and Nut	.10
XL-136	Hub Cap Assembly	.35
XL-137	Hub Nut	.05
XL-138	Wheel	2.50
XL-139	Right Hand Pinion	.35
XL-140	Left Hand Pinion	.35
XL-141	L. H. Bell Crank Assembly	.30
XL-142	R. H. Bell Crank Assembly	.30
XL-143	Left Side Plate Assembly	3.25
XL-144	Right Side Plate Assembly	3.25
XL-145	Handle Assembly	3.50
XL-146	Spring	.25
XL-147	Hex Nut ⅝ in. Diameter	.05
XL-148	Ball Brg. (Complete with Race)	.35

Open stock.

A 8-pc. official Roy Rogers cowboy outfit. Only Sears brings you this movie-hero outfit by mail! Wide barwing chaps of heavy tan cotton twill decorated with pictures of Roy and his famous horse "Trigger." Studded waistband of imitation leather; 2-tone cotton shirt, rodeo-style pipping. Wide brim cotton hat. Genuine leather belt and "quick-draw" holster. Safety-type clicker pistol. Bright cotton bandanna, lariat. A rip-snortin' sturdy outfit your boy will enjoy the year 'round. *State size* 4, 6, 8, 10, 12. See size chart on opposite page. **$4.88**
40 N 4533—8-piece set. Shipping wt. 2 lbs. 8 oz. $4.88

How to Order Denims. Measure waist over trousers without belt. Measure leg inseam from crotch to heel. Order nearest size

Waist measures. . . .	22½	23½	24½	25½	26½	27½	28½
Inseam measures. .	16	19	21½	24	26½	28	29
ORDER SIZE	4	6	8	10	12	14	16

B Roy Rogers sweatshirt of sturdy flat-knit cotton just made for ROUGH wear! Thick absorbent fleecing on inside. Double ribbed trim. Washes easily. **$1.15**
State color med. blue, maize. *State size* 4, 6, 8, 10, 12, 14, 16. Chart, bottom of facing page.
43 N 2704—Shipping weight 9 ounces . . $1.15

C Zipper or button fly Roy Rogers jeans—choose style you prefer **$1.98**
Husky 8-oz. Sanforized denim with long legs, yoke back, 5 pockets. Copper-riveted in front; no-mar thread bar-tacks in back.
State size 4, 6, 8, 10, 12, 14, 16. Chart at left. Wash separately. Shipg. wt. 1 lb. 7 oz.
30 N 9126—Zipper fly denim jeans. $1.98
30 N 9125—Button fly denim jeans 1.88

D Warm flannelette 1-pc. sleeper with peppy Roy Rogers print design young lads admire. Sanforized m weight cotton fabric. Softly napped i Drop seat. Washfast colors. Shpg. wt.
State size 2, 4, 6, 8, 10. See chart pag
43 N 4600—Red and blue combination

E 2-pc. flannelette pajamas of Roy Rogers Western print. Softly napped medium weight cotton assures cozy warmth. Washfast and S ized (shrinkage 1%). Shpg. wt. 12 oz
Color red and blue combination. *Si* 4, 6, 8, 10, 12, 14. See size chart on pag
43 N 4650—Middy style. .
43 N 4651—Coat style . . . .

Exciting cowboy accessories he's set his heart on

F Capeskin leather cowboy gauntlet gloves. Fringed artificial leather cuffs with Buffalo Bill embossing. Fleeced cotton lining.
State color tan, brown. *State size* 5½, 6½. Chart, page 132.
43 N 824—Shpg. wt. 5 oz. . **$1.69**

H Roy Rogers gauntlet gloves, all top grain chrome tanned horsehide. Jewel-like stones, nailhead star design on fringed cuffs.
State color light brown, tan. *State size* 6, 7, 8. Chart, page 132.
43 N 800—Shpg. wt. 6 oz. **$2.39**

K 100% new wool felt rodeo hat with whiplaced brim and ray-on ribbon interlaced crown.
State color tan, red, or maize. *State size* small (6¼–6⅜); med (6½ 6⅝); large (6¾ 6⅞). See chart below
43 N 422—Shpg. wt. 1 lb. 4 oz **$1.69**

G Roy Rogers scarf set will thrill any youngster! Handsomely printed rayon crepe (20x20 in.). Bright nickel-plated slide in "gun and holster" design
State color blue, maize, tan. **$1.19**
43 N 227—Shpg. wt. 5 oz. .

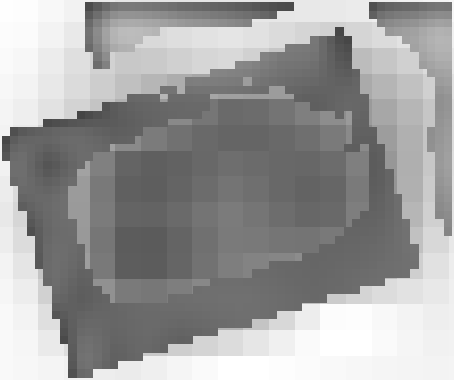
J Roy Rogers belt of genuine steerhide leather. Western style metal buckle, loop "Roy" and "Trigger" designs embossed.
Color tan. *State size* 22, 24, 26, 28, 30, 32-inch waist. Boxed. **94c**
43 N 356—Shpg. wt. 5 oz. . .

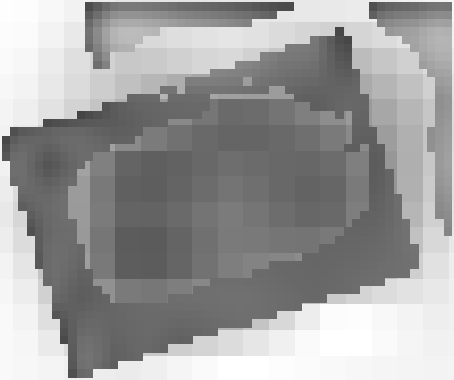
L Roy Rogers rodeo hat of 100% new wool felt. Wide 3-in. whipstitched brim. Rayon band, cord. Hat body pre-shaped at factory.
State color red, black, or tan. *State size* 6⅛, 6⅜, 6¾, 6⅞, 7, 7⅛. See chart below. **$1.98**
43 N 531—Shpg. wt. 1 lb. 4 oz

How to Order Boys' Hats. Place a strip of heavy paper about two inches wide around head. Mark where ends meet, then place on a tape measure for measure in inches. If between sizes, order size larger.

If head measures	19½	20¼	20¾	21	21½	21⅝	22¼ inches
ORDER SIZE . . .	6⅛	6⅜	6½	6⅝	6¾	6⅞	7⅛
	Small		Medium		Large		

 Easy Terms on page 243





CAMP STOVES

COLEMAN PRESSURE, GASOLINE

Two Burners

Make and burn their own gas from any good grade of clean white gasoline. Lights instantly—no waiting or preheating. Wind-proof burners are instantly regulated to any heat desired. Fold up with everything inside and carry easy as a suitcase.

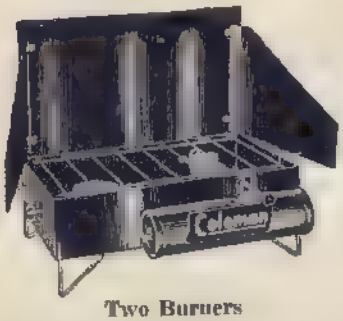
Two pressed steel burners with stainless steel burner rings—12 in. between burner center. Has pressed steel manifold. Removable Solodur metal fuel tank with built-in pump and hand operated filler plug. Large folding wind-shields; heavy steel wire, hinged grates; strong strap steel legs.

Body finished in forest green baked enamel; tank has brown lacquer finish.

Each

No. 413C—Cap. fuel tank 3½ pts., size folded 22½x13¾x5½ in., wt. each 18 lbs. ....$.. .

One in a carton.



Two Burners

Make and burn their own gas from any good grade of clean white gasoline. Light instantly; wind-proof burners are instantly regulated to any heat desired. Fold up with everything inside and carry easy as a suitcase.

Two pressed steel burners with stainless steel burner rings. Pressed steel manifold. Removable solodur fuel tank with built-in pump and hand operated filler plug. Folding windshields; steel wire, hinged grates; steel wire legs.

Body finished in forest green baked enamel; tank has brown lacquer finish

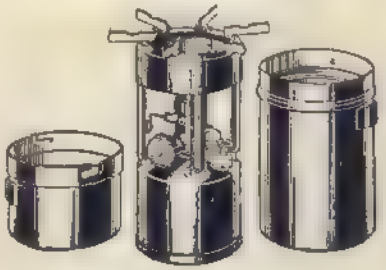
Each

No. 415D—Cap. fuel tank 2½ pts., size folded 18½x12x4⅞ in.; wt. each 14 lbs. .....$.....

One in a carton.

"G-I" POCKET STOVES

COLEMAN PRESSURE, GASOLINE



Makes and burns its own gas from any kind of white or leaded gasoline. Lights instantly—no waiting or preheating. Small and compact yet accommodates ordinary size utensils. Ideal for camping, hikes picnics, workshops, nurseries, etc

Special burner is made of brass and stainless steel—will not rust or corrode Stainless steel folding grates fold inside when packed and fold out to 6¼ inches in diameter. An all rustless, stainless steel frame; brass fuel tank with heavy nickel finish Tank has built-in pump and hand-operated filler plug

Funnel for filling fuel container is fastened to stove with small chain to prevent loss. Long-life, brass generator has fine brass wire screen inside which is removable and replaceable Generator cleaning lever operates cleaning needle which cleans gas tip, insuring continuous service

Stove unit fits inside of two interlocking aluminum cups which double as handy cooking utensils A handy, double-duty wrench is furnished which serves as a handle for the cups when used for cooking.

Each

No. 530—Cap. fuel tank 1 pt.; size packed 8⅝ in. high, 4½ in. diam.; wt. each 3 lbs. .....$. ..

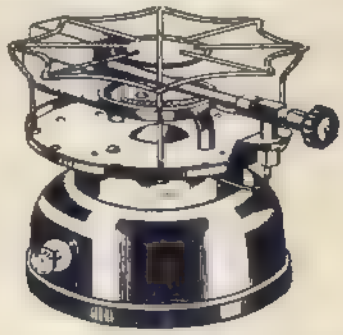
Four in a carton.

Each

No. 530-299—Extra generator for above . ...$.....

TABLE STOVES

COLEMAN SPEEDMASTER, GASOLINE



Its many uses and speedy economical operation make this a popular one-burner stove. Lights instantly and regulates to any heat desired. Has wind-proof, quiet, odorless Band-A-Blue burner. Boils a pint of water in 2¼ minutes and produces more than 7,500 B.T.U's. per hour.

Large generator; automatic tip-cleaning needle; built-in pump; positive shut-off valve. Rust-resisting brass fuel fount.

Each

No. 500—Cap. fuel fount 2 pts., 7 in. high, 10½ in. wide; wt. each 5½ lbs ....$. ..

One in a carton.

HANDY GAS PLANTS

COLEMAN

A complete, one-burner gas-heating plant that can be used whenever or wherever efficient, clean, fast heat is needed. Makes and burns its own gas from any common motor gasoline Lights instantly—flame is quickly adjusted to any height desired

Strongly constructed, dependable in use; made for heavy duty use. Heavy gauge steel fuel tank is heavily lead coated to resist rust. Has instant-gas carburetor valve, air gauge and hand operated filler plug. Equipped with 8½ inch grate and 7 inch burner. Will produce up to 55,000 B.T.U.'s per hour.

Each

No. 460G—Cap. fuel tank 3 gals., 16 in. high, 12 in. diam. tank; wt. each 21 lbs. ....$. .

One in a carton

GAS HOT PLATES

For Natural or Butane Bottled Gas

Cast iron legs, top and burners. Extra large removable star burners. Double air mixers; adjustable orifice on gas levers for natural or bottled gas.

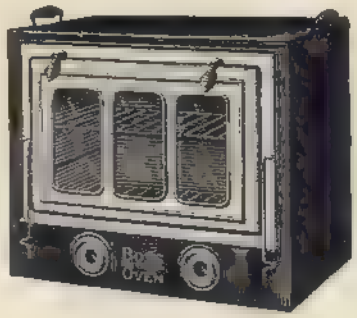
Black Japanned Finish

Nos.	1	2
Burners	1	2
Cooking top, in. ..	10x10	10x20
Height, in.	5½	5½
Wt. each, lbs.	8½	15
Each .... $.....		....

No.	3
Burners	3
Cooking top, in.	10x27½
Height, in.	5½
Wt. each, lbs.	22
Each	$.....

PORTABLE OVENS

BOSS



Two Burner

Fully tin and asbestos lined; two wire shelves; V shaped heat deflector with closed top. All joints double seamed, bottom and front one piece. Oven front rigid and true, door frame and door reinforced around edge.

Drop door has two wire braces; glass held by patent pressure strips allowing expansion and contraction without heat loss or cracking glass; removed by loosening one bolt. Three mica "flame-view" windows; cold wire coil handles and lever door handles.

Blued steel finish.

Each

No. 75-M—18x20¾x13¼ in.; wt. each 19 lbs. ..... $.....

One in a carton.

Two Burner

With heat indicator mounted in door.

Fully tin and asbestos lined; two wire shelves; V shaped heat deflector with closed top. All joints double seamed, bottom and front one piece. Oven front rigid and true, door frame and door reinforced around edge.

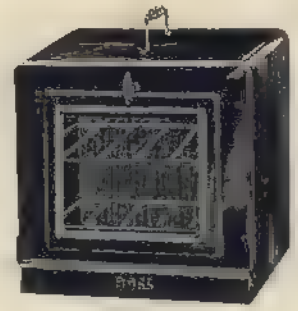
Drop door has two wire braces; glass held by patent pressure strips allowing expansion and contraction without heat loss or cracking glass; removed by loosening one bolt. Two mica "flame-view" windows; cold wire coil handles and lever door handles.

Blued steel finish

Each

No. 758-M—18x20¾x13¼ in.; wt. each 19 lbs. .....$.....

One in a carton.



Single Burner

Fully tin and asbestos lined. One-piece top and side construction with close fitting door helps keep heat inside. All joints are double seamed; frame and door are reinforced.

Drop door with cool Alaska coil handle and glass panel. Glass held in place by patent pressure strips allowing expansion and contraction without heat loss or cracking glass.

Cool Alaska coil handle on top for easy lifting.

12 in. high, 12 in. wide, 10¾ in. deep.

Each

No. 48—Black enameled .....$.....
No. 47—Blued steel ....

Weight each 5½ pounds.

Two in a carton.

CABIN AND TRAILER STOVES

COLEMAN PRESSURE, GASOLINE

Three Burners

Makes and burns its own gas from any good grade of gasoline. Lights instantly at a turn of the valve and touch of a match—no waiting or preheating. Burners can be regulated instantly for any degree of heat. Ideal for camps, cabins, laundries, summer cottages, boat galleys and trailers.

Has one giant and two standard Band-A-Blu type burners with stainless steel burner rings. Gray cast iron manifold; cast iron grates. Solodur metal, rust and corrosion proof fuel tank has built in hand pump and hand operated filler plug. Clips hold grates and tank in place.

Body finished in ivory baked enamel; hinged top in black baked enamel.

Each

No. 395—Cap. fuel tank 5 pts., 23¾x17 in. cooking top, 23¾x20½x7½ in. over all; wt. each 29 lbs. ..... $. ...

One in a carton.

Two Burners

Makes and burns its own gas from any good grade of gasoline. Lights instantly and burners can be regulated to any degree of heat desired instantly. Ideal for camps, cabins, laundries, summer cottages, boat galleys and trailers.

Has two standard, Ban-A-Blu type burners with stainless steel burner rings. Sheet steel manifold; steel wire grates. Solodur metal fuel tank has built-in hand pump and hand operated filler plug. Clips hold tank and grates in place.

Hinged top and grates finished in black baked enamel; body in ivory baked enamel.

Each

No. 391A—Cap. fuel tank 4 pts., 19¾x10⅝ in. cooking top, 19¾x15x7¼ in. over all; wt. each 17 lbs. .....$ ....

One in a carton.

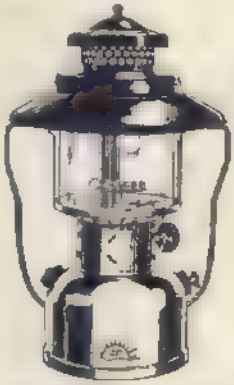
DOLLAR PROFITS IN STOVES

Every time you sell a stove your profits run into Dollars. In selling smaller articles of hardware, a great many sales must be made before you have the amount of profit you can make by selling just one stove. Push the sale of stoves for profit. Our line is well known in this territory and makes sales easy for you.

PRESSURE MANTLE LANTERNS

COLEMAN, GASOLINE

Provides a clear, steady shining, dependable, economical light for any use. Not affected by wind, rain, or storm; durably made of brass and steel. Make and burn their own gas from any good grade of clean gasoline, free from anti-knock compounds. Simple and safe to operate. Can't spill fuel even if tipped over; can't be filled while lighted. Gives more than 40 hours of service per gallon of fuel.



Double Mantle

Lights instantly two mantles give high candle-power air pressure light No T-44G generator has more carbon space, lasts longer fewer changes, more economical. Green porcelain ventilator top with underside white enameled to throw light downward

Built-in pump, genuine pyrex glass globe, hand operated filler-plug, lacquered finished fount. Burns 10 to 12 hours on one filling. Complete with two Silk-Lite mantles and wrenches.

Each

No. 228C—14½ in. high; wt. each 6 lbs . .. . $ ....

Double Mantle

Lights instantly; two mantles give high candle-power air pressure light. No. T-44G generator has more carbon space, lasts longer, fewer changes more economical Green porcelain enameled ventilator top

Built-in pump, genuine pyrex glass globe, hand operated filler plug, lacquered finished fount. Burns 10 to 12 hours on one filling. Complete with two Silk-Lite mantles and wrenches.

Each

No. 220C—14½ in. high; wt. each 5½ lbs. . .. $

All above, one in a carton.

PRESSURE MANTLE LANTERNS

COLEMAN, GASOLINE

Lights instantly; one mantle produces a fine high candlepower light. No. T-66 generator gives long, economical service. Green porcelain enameled ventilator top.

Built-in pump, genuine pyrex glass bulge type globe, hand-operated filler plug, lacquered finished fount. Burns 7 to 9 hours on one filling. Complete with one Silk-Lite mantle

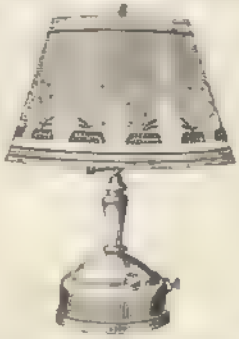
Each

No. 242C 12½ in. high, wt. each 4 lbs .. ..$. . .

One in a carton.

PRESSURE MANTLE LAMPS

COLEMAN, DUAL FUEL



Burns either gasoline or kerosene. Instant lighting when gasoline is used for fuel. Alcohol generating when kerosene is used

Long life No. T-44G generator, for use with gasoline. Also suitable where kerosene is occasionally used. Where kerosene is used regularly, the T-44K generator should be used, furnished extra as ordered

Two mantles give high candlepower of clear, steady, pure white light Decorated shade of assorted colors; brass fuel fount finished in ivory with gold trim.

Built-in pump, hand operated filler plug

Comes complete with shade, pyrex glass globe and two Silk-Lite mantles.

Each

No. 152—Capacity fount 2 pts.; 19½ in high, burns 10 to 12 hours wt each 6 lbs .. $ ..

One in a carton.

PRESSURE MANTLE LANTERN REFLECTORS

COLEMAN

Scientifically shaped; sturdy bracket; heavily nickeled surface; "Kool-Grip" wood handle mounts cross-ways or up and down.

Concentrated light for fishing, hunting or out door night jobs.

Each

No. 242C790—For No. 242C lantern; wt. each 1½ lbs. ....$...

No. 220D790—For No. 220D lantern; wt. each 1¾ lbs. .. ....

One in a carton, six in a case.

LAMP AND LANTERN GENERATORS

COLEMAN JUMBO, ROTARY, GASOLINE

Large carbon space; retards formation of carbon; rotary lever accentuates tip cleaning needle. For use on all Quick-Lite lamps and lanterns and Instant-Lite lamps and lanterns Nos. 132-P, 117, 118, 119, 220 and 228. Gas tip marked "Q."

Each

No. R-55—Wt. per carton ⅓ lb. ..$.....

One in a box, twelve in a carton.

COLEMAN COIL, GASOLINE

High efficiency, stays hot and does not carbonize in one spot; gas tip marked "Q." For use on all Quick-Lite lamps and lanterns except Nos. 130-G, 130-P, 131-P, 134-G, 134-P, 150-B, 150-G, 150-I and 150-R

Each

No. Q-99—Wt. per carton ¾ lb $ . .

One in a box, twelve in a carton

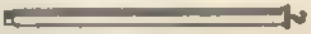
COLEMAN ROTO-CLEANING GASOLINE

Tip cleaning needle operated by rotary lever; gas tip marked "T." For use on Nos. 242, 242-A, 242 B, 234 243 and 243-A lanterns.

Each

No. T-66—Wt. per package ½ lb ..$

Six in a package



Tip cleaning needle operated by rotary lever; gas tip marked "V." For use on Nos. 117-A, 118-A, 119-A, 133 134 P 134-G 132-A, 139, 143, 150-B, 150-G 150-I and 150-R lamps and Nos. 220-B and 228-B Instant-Lite lanterns.

Each

No. T-44G—Wt. per package ½ lb .$.....

Six in a package

COLEMAN ROTO-CLEANING, KEROSENE

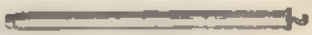
Tip cleaning needle operated by rotary lever; gas tip marked "V." For use on Nos 129 129-A, 129-G, 139, 150-BK, 150-GK, 150-IK and 150-RK lamps and No 235 lantern

Each

No. T-44K—Wt. per package ½ lb. .$.....

Six in a package

COLEMAN ROTO-CLEANING



Equipped with tip cleaning needle. Gas tip marked "V."

For use on Coleman lantern No 237-A. Dual filler coils assure a long life of smooth steady light.

Each

No. 237A299—Wt. package ½ lb. .$.....

Six in a package.

MANTLE LAMP SHADES
COLEMAN

Attractively decorated, fluted design. For use on lamps Nos. 152, 132-A, 131-P, 132 P and 139.

Per dozen

No. 139SD—15 in. diameter; wt. per dozen 16 lbs. .....$...

One-fourth dozen in a carton.

Extra heavy non-oiled parchment, attractively colored. For use on Ker-O-Lite lamp No. 160.

Per dozen

No. 160SD—9 in. high; 14 in diameter; wt. per dozen .. ... . $. ...

MANTLE GLASS LAMP SHADES
COLEMAN, MONAX

Made of white opal heat-resisting glass. For use on portable Instant-Lite or Quick-Lite table lamp except Nos. C362, 121, 130-G, 130-P, 131-P, 132 P, 132-A, 133, 134-P, 134, 134-A, 143, 129 and 129 A.

Per dozen

No. 329—10 in. diameter; wt. 34 lbs. .... $.....

One-half dozen in a carton.

MANTLE LAMP GLOBES
COLEMAN, FROSTED

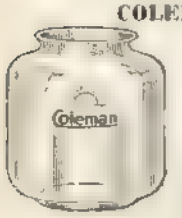
Three-quarter frosted globe. For use on lamps Nos. C362 and 130-G and compressed gas lighting fixtures Nos. 851, 852, 853, 854, 855 and 856

Per dozen

No. 062—7 in. diameter, 3¾ in. filter; wt. per dozen 20 lbs. ..$.....

One-half dozen in a carton

COLEMAN, PYREX



Genuine Pyrex heat-resisting clear glass. Protects mantles from damage by flying insects.

For use on all 1935 and later model lamps and liquid Butane fuel fixtures No. 857, 857A, 858 and 859.

Each

No. 355—7¾ in. diameter; 3 in. top opening; 3⅛ in. bottom opening; wt. each 1 lb. . . $ ....

Six in a carton.

LANTERN GLOBES
COLEMAN, PYREX

Bulge type; genuine heat-resisting Pyrex glass.

For use on Nos. 242, 242-A, 242-B, 243, 243 A and 234 lanterns

Each

No. 550—Diam. 3½ in., height 4⅞ in.; wt. each ½ lb. .....$

Six in a carton.

Straight type; genuine heat-resisting Pyrex glass. For use on Nos. 220-B, 228-B and 235 lanterns.

Each

No. 330—Diam. 4⅞ in., height 5¼ in.; wt. each ⅞ lb. .. $ ....

Six in a carton.

Genuine Pyrex glass; bulge type

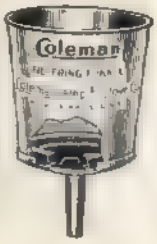
For use on No 237-A lantern.

Each

No. 660—End diam. 5½ in., 5¼ in. high; wt. each 1 lb. .....$.....

Six in a carton.

GASOLINE FILTERING FUNNELS
COLEMAN



Removes dirt, water and other impurities from fuel used in pressure gas appliances. Non-corrosive. Equipped with a fine wire strainer and special filtering fabric.

No. 0 No. 1

Each

No. 0—2¼ in. diam., for filling lamps and lanterns; wt. each ½ lb . ...$..

No. 1—5 in diam for filling heaters and stoves, wt. each ½ lb. ...

Six in a carton.

AIR PUMPS
COLEMAN

For use with lamps, lanterns and small tanks not equipped with built-in pump

Each

No. 101-522—Wt. each 12 oz. ....$.....

Open stock.

MANTLES
COLEMAN SILK-LITE

Junior Size

Made from specially treated rayon fibre. Triple lock weave, exceptionally strong and flexible.

A high quality mantle, most economical to use.

Per dozen

No. 21A—For Coleman lamps and lanterns; wt. per gross 1½ lbs. $..

One gross in a box.

STAND LAMP ASSORTMENTS
GLASS

No. 260

No. 261

One-piece pressed and blown crystal glass; insert type collar. Uses No. 2 burner and chimney.

Per assortment

No. 260/261—Assortment, consists of six each Nos. 260 and 261 lamps, cap. 31 oz., 9½ in. high; wt. per assortment 45 lbs. .....$ ..

One assortment in a carton.

LANTERN GLOBES
DIETZ, D-LITE LOCNOB

For use on Dietz No. 2 D-Lite and other standard size short globe lanterns.

Height 4⅝ in., diameter top 4⅛ in., diameter bottom 3⅞ in.

Per dozen

D-Lite—Clear Glass ..$ ..

D-Lite—Ruby glass ....

Weight per dozen 9 pounds.

Three dozen in a case.

DIETZ, LITTLE WIZARD LOCNOB

For use on Dietz Little Wizard, Little Giant and Roadster Wagon lanterns.

Height 3⅛ in., diameter top 3¼ in., diameter bottom 2⅛ in.

Per dozen

Little Wizard—Clear glass . .... .$ ..

Little Wizard—Ruby glass ....

Weight per dozen 6 pounds.

Three dozen in a case.

COLEMAN GASOLINE STOVES

CABIN AND TRAILER STOVES

Gives real gas cooking service. Makes and burns their own gas from gasoline. Meets trailer specifications, may be equipped with automatic safety drain Clips hold grate and tank in place. All models have built-in pumps.

Two burners made of pressed steel. Each 3½ inches in diameter. 12 inches between burner centers Removable fuel tank of rust proof metal. Large folding windshields. Size folded 22½x13⅝x5½ inches

No.	Wt. Each	Each
413-C	22 lbs.	(F)$15.95

One in a carton

Two burners made of pressed steel. Each 3½ inches in diameter. Removable fuel tank of rust proof metal. Folding windshields. Size folded 18½x12x4⅞ inches.

No.	Wt. Each	Each
425	14 lbs.	(F)$11.95

One in a carton.

Two standard pressed steel. Burner won't rust or burn Cooking top 19¾ inches x 10⅝ inches Steel wire grates. Fuel tank 4 pint capacity. Dimensions over-all 19¾x15x7¼ inches.

No.	Wt. Each	Each
391-A	17 lbs.	(F)$19.95

One in a carton.

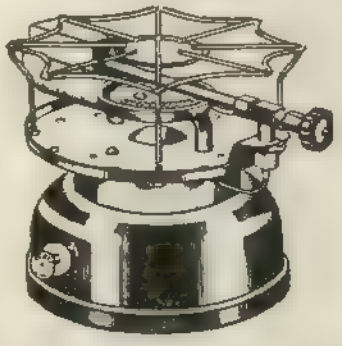
One giant and two standard burners. Will not burn or rust. Cooking top 23¾ x17 inches. Fuel tank 5 pint capacity. Dimensions over-all 23¾x20⅛x7½ ins.

No.	Wt. Each	Each
395	29 lbs.	(F)$29.95

One in a carton

TABLE STOVES

SPEED-MASTER



Lights instantly and regulates to any degree of heat. Wind proof, safe and speedy. Brass fuel fount 2 pints capacity. Height 7 inches. Width 10½ inches.

No.	Wt. Each	Each
500	5½ lbs.	(F)$9.95

One in a carton

FOLDING STANDS

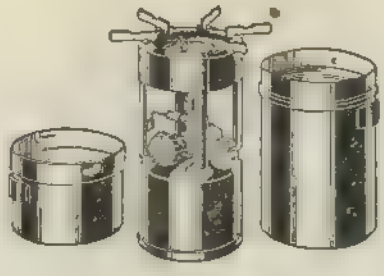
FOR CAMP STOVES

All steel construction. Folds to size 2½x2x26½-in. Joints lock automatically.

No.	Wt. Each	Each
10	8 lbs.	(F)$3.95

One in a carton.

G-I POCKET STOVE



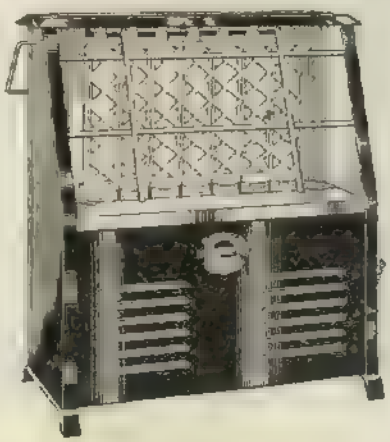
A compact stove for outdoor or indoor use. Lights instantly. Burns any kind of gasoline white or leaded. Stove fits inside of two interlocking aluminum cups which make handy cooking utensils. Fount holds 1 pt. fuel. Over-all size 8⅝ inches high, 4½ inches diameter.

No	Wt Each	No. in a ctn.	Each
530	3 lbs.	4	(F)$9.95

Sold in full cartons only

GASOLINE HEATERS

COLEMAN INSTANT LIGHTING



Instantly regulated to heat desired. Portable. Carry and use it anywhere Frame and body finished in rich bronze-brown baked enamel. Top of brown porcelain enamel heat resisting and non-tarnishing. Everdur metal fuel tank electrically welded. Capacity, 7 pints. Operates 8 to 10 hours on one filling. Cleaning needle automatically cleans gas tip each time valve is opened and closed. Seven single radiants of best fire clay. Height, 18½ inches; width, 17 inches; depth, 7½ inches.

No.	Shipping wt.	Each
16	24 lbs.	(F)$24.95

One in a carton

(F) Fair Traded

REVOLVERS

COLT

DETECTIVE SPECIAL

Dual tone blued finish with top of frame stippled to eliminate glare. Checkered Coltwood plastic stocks, checkered trigger and hammer tip. Fixed front sight with square notch in rear. Chambered for .38 S. & W. Special cartridges. Length of barrel, 2 inches; length overall, 6¾ inches.

No	Wt. each	Each
DS-382	21 oz.	....(F)$65.00

POLICE POSITIVE SPECIAL

.32 and .38 Calibers, 4-inch Barrels.

Blued finish with top of frame matted to eliminate glare. Checkered Coltwood plastic stocks, checkered trigger and hammer tip. Fixed front sight with square notch in rear. .32 caliber chambered for .32 S. & W. short and .32 S. & W. long cartridges and 38 caliber chambered for .38 special cartridges. Weight, 24 to 27 ounces.

No.	Caliber	Lgth. barrel	Each
PPS-324	.32	4 in....	(F)$65.00
PPS-384	.38	4 in....	(F) 65.00

AUTOMATIC PISTOLS

COLT

WOODSMAN MATCH TARGET MODEL

The new Match Target model with 6-inch heavy barrel has an automatic slide stop that remains open after last shot is fired. Fitted with custom-type Coltwood plastic grips, strongly checkered to insure a firm grip and thumb rest. Two sizes, grip adapters supplied with each pistol. Ramp front sight and Coltmaster rear sight with micrometer clip adjustment. Dual tone blued finish on metal parts. Magazine capacity, 10 cartridges, .22 long rifle. Length overall, 10½ inches.

No.	Wt. each	Each
CA22MT	41 oz.	.....(F)$85.00
Extra Magazines, Model '48....	★	4.00

WOODSMAN TARGET MODEL

The popular and ideal target model Woodsman pistol with 6-inch barrel. Automatic slide stop. Custom-type Coltwood plastic checkered grips with thumb rest and two sizes, grip adapters supplied with each pistol. Coltmaster rear adjustable Patridge sight and ramp front sight. Dual tone blued finish on metal parts. Magazine capacity, 10 cartridges, 22 long rifle. Length overall, 10½ inches

No.	Wt. each	Each
CA22T	33 oz.	.....(F)$70.00
Extra Magazines, Model '48...	★	4.00

WOODSMAN SPORT MODEL

A new compact pistol for the hunter and outdoorsman, fitted with 4½-inch barrel. Automatic slide stop. Coltwood plastic checkered grips and two sizes grip adapters supplied with each pistol. Coltmaster rear adjustable Patridge sight and ramp front sight. Dual tone blued finish on all metal parts. Magazine capacity, 10 cartridges, .22 long rifle. Length overall, 9 inches

No.	Wt. each	Each
CA22S	31 oz.	.....(F)$60.00
Extra Magazines, Model '48....	★	4.00

GOVERNMENT MODEL

Government model. Glare proofed dual tone blued finish. Officially adopted by the United States Government. Checkered walnut stocks. Arched housing grooved trigger. Fixed type ramp style sights. Chambered to shoot .45 caliber Colt Automatic cartridges. Length of barrel, 5 inches. Length overall, 8½ inches. Magazine capacity, 7 cartridges.

No.	Wt. each	E
CA-45	39 oz.	.....(F)
Extra Magazines		

All above, one in a carton
(F) Fair Traded
★ Factory Suggested Resale Price

AUTOMATIC PISTOLS

COLT

SUPER MODEL

The Colt 38 Super is patterned after the famous .45 Colt Government model. Built on a heavy frame and designed for hard hitting power. Glare proofed dual tone blued finish. Arched housing grooved trigger. Fixed type ramp style sights. Length of barrel, 5 inches; length overall, 8 ½ inches. Chambered to shoot 38 caliber Super Automatic Hi-Speed cartridges. Nine-shot capacity magazine.

No.	Wt. each	Each
C438	39 oz.	(F) $65.00
Extra Magazines		★ 2.50

EXTRA MAGAZINES
For Colt Automatic Pistols

No.	Wt each	Each
25 Colt	1 oz	★$2.00
32 Colt	2 oz.	★ 2.50
.380 Colt	2 oz.	★ 2.50
22 Colt Target	2 oz.	★ 4.00

(To fit the model made before 1942)

CONVERSION UNIT

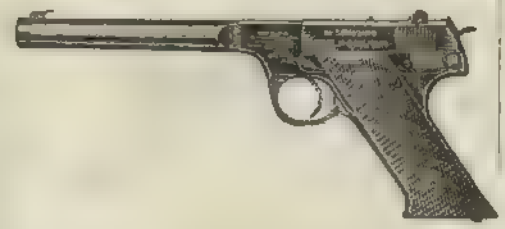
For Converting the Colt .45 or Super .38 Automatic Pistols to Caliber .22

This unit, formerly designed solely for owners of .45 Government Model Automatic Pistols, is now available for the Super .38 Automatic also. If you own the .45 or Super .38 here's an opportunity to convert to the economical caliber .22 long rifle cartridge. This unit gives you two guns by the simple expedient of interchanging the unit parts with those of the .45 or Super .38.

No.	Wt. each	Each
22 Conversion Unit	2 ¼ lbs.	(F) $40.00

HI-STANDARD

VISIBLE HAMMER



New Heavy barrel model, blued finish with visible hammer and long walnut grips. Automatic slide lock hammerless type. Adjustable rear sight and Patridge type front sight. Ten-shot capacity. Especially made for target shooting, chambered for .22 long rifle ammunition.

No.	Lgth. barrel	Wt. each	Each
HDM224 ½	4 ½ in.	37 oz.	★$55.00
HDM226 ¾	6 ¾ in.	42 oz.	★ 55.00

Extra Magazines

Model	Wt. each	Each
A	42 oz.	★$3.00

HAMMERLESS

Standard weight automatic hammerless target pistol, chambered for .22 long rifle ammunition. Patridge front and rear sights. Checkered plastic grips. Ten-shot capacity.

No.	Lgth. barrel	Wt. each	Each
G-B224 ½	4 ½ in.	34 oz.	★$30.00
G-B226 ¾	6 ¾ in.	36 oz.	★ 50.00

Extra Magazines

Model	Wt. each	Each
B	2 oz.	★$3.00

All above, one in a carton
(F) Fair Traded
★ Factory Suggested Resale Price

REVOLVERS

IVER JOHNSON HAMMER

TARGET SEALED EIGHT

.22 Caliber, 6-inch Barrel.

Extra heavy solid frame, 8-shot, double action revolver, blued finish, with counterbored chambers to handle either regular or Hi-Speed ammunition. Takes 22 long rifle, long or short rim fire ammunition. 6-inch barrel with gold front sight. One piece Hi-Hold walnut grip, hand checkered. Scored trigger.

No	Wt each	Each
68	24 oz.	★$20.40

BICYCLES

(COLUMBIAN RANGER)

Frame—Finest tubing made of special analysis steel.

Colors—Pope red, perfect blue or black, ivory decorations on frame head, fork and fender.

Brake—New Departure coaster.

Front Hub—Turned from solid steel bar, six ¼ in. balls

Gear Ratio—63.3.

Rims—26x2⅛ in. chromium plated, hook-edged.

Spokes—Torrington .060-.080

Fenders—Extra wide 3½ in. semi-gothic.

Chain—Diamond or Duckworth, ⅜x1 in., 56 link

Stand—McCauley kick-up.

Saddle—Troxel or Persons

Sleek and speedlined, this boy's standard model has all the qualities of the standard Motobike plus snug-fitting tank, enclosing an electric horn with push button control. Truss bars are ivory enameled. Sturdy luggage carrier on rear.

Tires—U. S. Royal Tread or Goodyear G-3 All-Weather; 26x2⅛ in.

Rear Reflector—Multi-bead.

Chain Guard—Half style enameled in ivory.

Front Fork—Forged steel crown construction with tubular sides.

Truss Rods—Enameled in ivory.

Handlebar—Torrington 26x8 in. with one piece drop forged stem, chromium plated. Rubber grips.

Tank—Enclosing electric horn.

Headlight—Exclusive Westfield design enameled in ivory.

Carrier—Enameled to match frame, equipped with rear reflector

Pedals—Torrington No. 8, wide rubber tread.

Each

No. LK69T—18 in. frame; wt. each 58 lbs. ..... $ . .

One in a carton.

Colorful and smartly styled this girl's standard model has a balanced effect achieved by attractive rear parcel carrier and tank compartment enclosing an electric horn. Truss rods on front wheel enameled in ivory to match trim and chain guard.

Tires—U. S. Royal Chain Tread or Goodyear G-3 All-Weather, 26x2⅛ in.

Rear Reflector—Multi-bead

Chain Guard—Half style enameled in ivory.

Front Fork—Forged steel crown construction with tubular sides.

Truss Rods—Enameled in ivory.

Handlebar—Torrington Scout 20 in. with one piece drop forged stem, chromium plated. Rubber grips.

Headlight—Exclusive Westfield design, chromium plated.

Transfers—"Custom Deluxe" on frame lower tube

Pedals—Torrington No. 11 with extra heavy tread.

Each

No. LK70T—18 in. frame; wt. each 57 lbs. ....$ ....

One in a carton.

Popular priced boy's standard Motobike equipped with ivory enameled front fender headlight, brilliant chrome finish on handlebar, rims and other parts.

Tires—U. S. Royal Tread or Goodyear G-3 All-Weather; 26x2⅛ in.

Rear Reflector—Multi bead.

Chain Guard—Half style enameled in ivory.

Headlight—Exclusive Westfield design enameled in ivory.

Handlebar—Torrington 26x8 in. with one piece drop forged stem, chromium plated. Rubber grips.

Pedals—Torrington No. 8, wide rubber tread.

Each

No. LK69L—18 in. frame; wt. each 57 lbs. .... $. . .

One in a carton.

Standard smooth riding, popular priced girl's model finished in baked enamel. Chain guard ivory enameled to match fender and frame trim. Chromium plated handlebars and rims.

Tires—U. S. Royal Chain Tread or Goodyear G-3 All-Weather, 26x2⅛ in.

Rear Reflector—Multi-bead.

Chain Guard—Half style enameled in ivory

Handlebar—Torrington Scout 20 in. with one piece drop forged stem, chromium plated. Rubber grips.

Headlight—Exclusive Westfield design, enameled in ivory.

Pedals—Torrington No. 11 with extra heavy tread.

Each

No. LK70L—18 in. frame; wt. each 54 lbs. .....$.....

One in a carton.

ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER

Turn Fast Dimes Into Dollars

WITH COMMONWEALTH'S BIG-VALUE

PLAYFUL PLASTICS

They Sell by the Dozens for

PARTY FAVORS—TOYS—GIVE AWAYS

There's Sales Magic in these colorful, clever Plastic Toys by Commonwealth. New ideas with extra play value . . . all fast-moving items that sell in quantities every day in the year!

WHEELBARROW with GARDEN TOOLS

T 115 RETAIL 10¢

Just like a real wheelbarrow—complete with Spade and Hoe. Easy-rolling . . . sturdy . . . in brilliant contrasting colors. Loaded with Play Value!

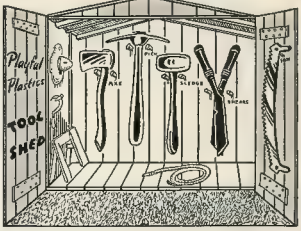
POWER LAWN MOWER

T 116 RETAIL 10¢

Sounds like the "real thing"—with action galore. Captivates the youngsters and grown-ups too. Blades revolve freely. Motor "sound" is astonishingly "true to life". In beautiful, gleaming, three color plastic.

WHIRL-A-WHISTLE T 100 RETAIL 10¢

As you blow—round and round the bends will go. Whistle magic that delights the kiddies.



TOOL SHED T 114 RETAIL 10¢

Big doings for busy little hands. Five tools in assorted colors—Axe, Pick, Sledge, Shears (movable blades), Saw—all hanging in an old fashioned Tool Shed. Printed Barn Red and Black, both sides. Shipped flat.

BUB-L-WHISTLE T 101 RETAIL 10¢

More bubble fun! Pipe and Whistle all in one. Will set new sales records in your store.

WATERING CAN with RAKE and SPADE

T 112 RETAIL 10¢

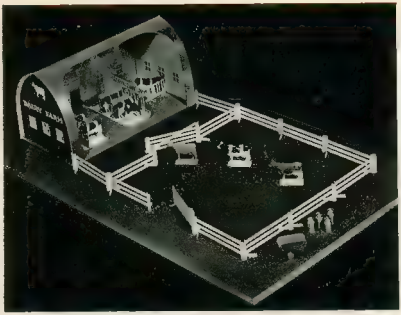
Youngsters love this "true to life" set.

COMMONWEALTH *Plastics* CORP. • LEOMINSTER, MASS.

SHOWROOM: 200 FIFTH AVE. • NEW YORK 10 • Room 548

ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER

"Friendly Acres" DAIRY FARM



NO. B-10-12

of Heavy Steel and Durable Plastic

Authentic realism—top play value — fine detail and decoration — moderately priced.

★

Susy Goose

Housecleaning Sets and Carpet Sweepers

NO. 83

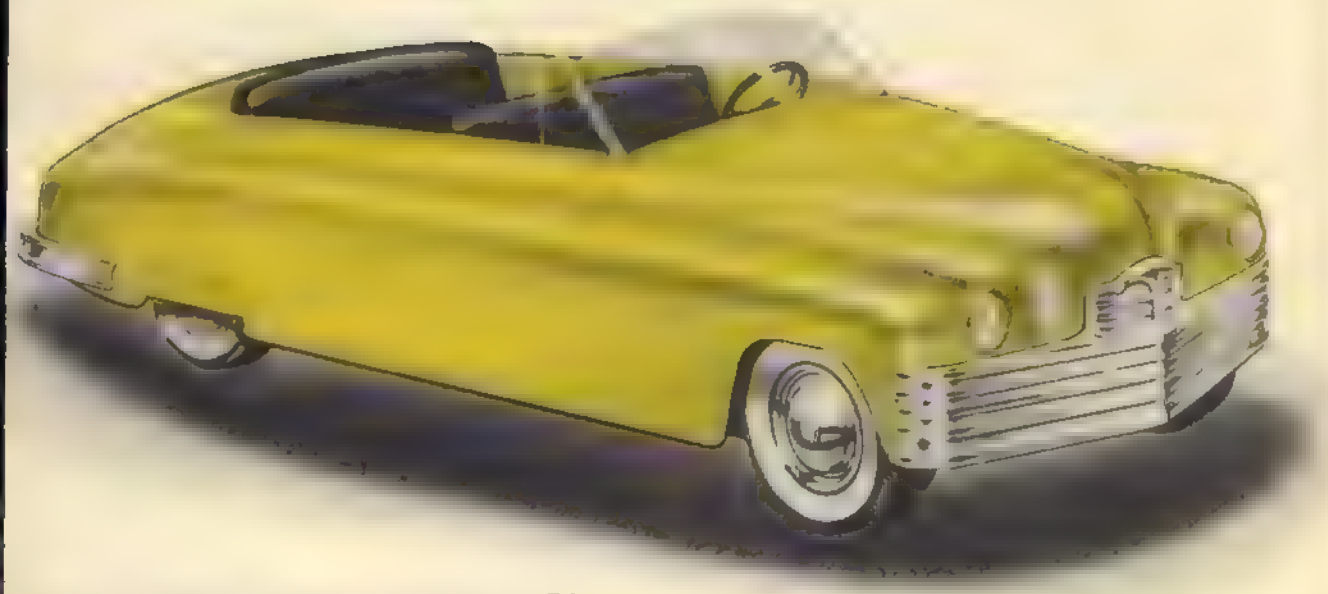
The number 83 SUSY GOOSE CLEANING SET illustrated we believe to be the finest cleaning set in America — It offers exceptional dollar value and sales appeal — Mothers prefer it.

★

KIDDIE BRUSH AND TOY CO.
Jonesville, Michigan

SALES REPRESENTATIVE: HENRY KATZ
200 Fifth Avenue, New York

The Custom Car in the Toy Field



★ DIRECT BEAM HEADLIGHTS
★ ELECTRIC HORN

SEE DESCRIPTIVE BACK PAGE

Conway

J. H. EYERLY AND ASSOCIATES
HOTEL McALPIN, ROOM 1034

CONWAY PRESENTS....

The Custom Car in the Toy Field

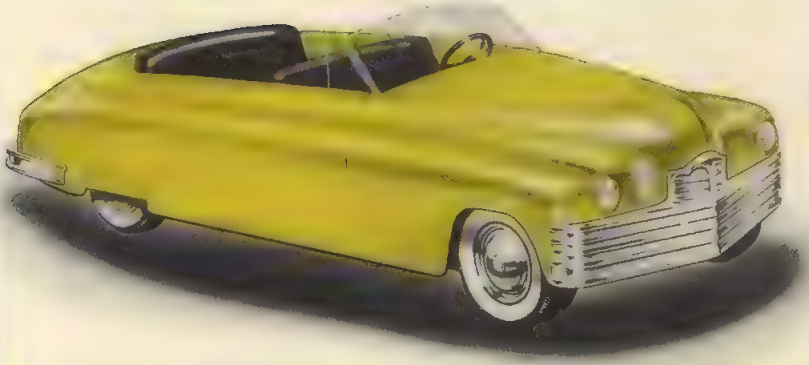
- electric horn operates realistically by pressing the steering wheel horn ring.
- direct beam headlights turn on with a twist of the steering wheel.
- heavy plastic body for beauty and strength to last.
- polished bright nickel bumpers, grill, hubcaps, headlight and taillight rims.
- attractive upholstery.
- pneumatic type tires.
- clear plastic windshield.
- overall size is 12"x4-3/4"x3-1/2".

CONWAY COMPANY
SKOKIE, ILLINOIS

J. H. EYERLY AND ASSOCIATES
MERCHANDISE MART
CHICAGO, ILLINOIS

AT THE TOY FAIR
HOTEL McALPIN
ROOM 1034

The Custom Car in the Toy Field



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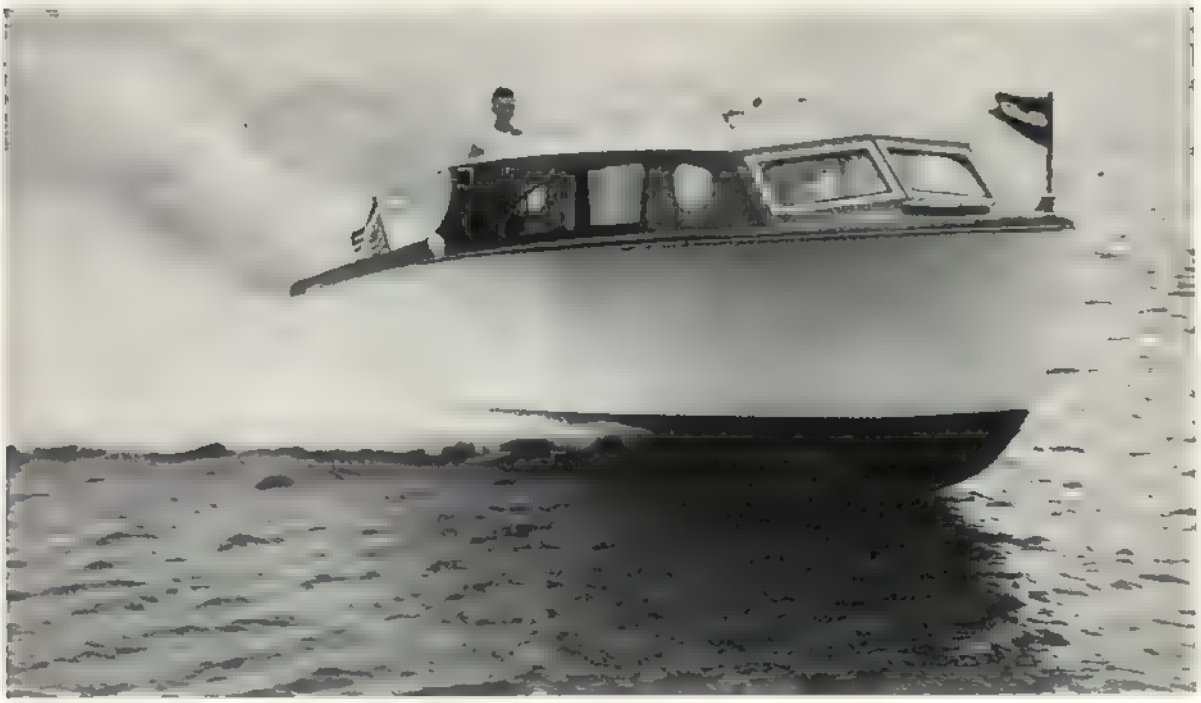
CHICAGO, ILLINOIS

AT THE TOY FAIR
HOTEL McALPIN
ROOM 1034

Correct Craft Inc.

PINECASTLE AND TITUSVILLE, FLORIDA

Designers and Builders of Power Boats for Over 21 Years



Illustrated is one of the 13 different models built by CORRECT CRAFT.

CORRECT CRAFT CRUISER – Sleeps four people with dinette arrangement.

27' Express Cruiser. One of the CORRECT CRAFT fleet of three cruisers, 25'-27'-32'. Priced from $3485-$6425. Model illustrated with standard equipment $5412.

Production has been increased. A few new dealers will be placed in 1948. Prices, materials and specifications subject to change without notice. All prices are quoted at factory.

While in Florida this winter, visit our plants at Pinecastle, just south of Orlando, or Titusville, just south of Daytona Beach.

CORRECT CRAFT, INC.

PINECASTLE and TITUSVILLE

FLORIDA

Nationwide express deliveries of CORRECT CRAFT are made by our specially equipped trucks, assuring safe and prompt arrival of your boat.

GLASS VACUUM COFFEE MAKERS

CORY

Brews the finest of coffee. No metal to give taste to coffee. Genuine hand blown Pyrex heat resisting glass bowls. Equipped with upper bowl holder, lower bowl decanter cover and measuring cup. Serving unit has pouring lip to prevent spilling or splattering. Wide neck allows free access to vessels for easy cleaning. The Cory glass filter rod is simple in design—all glass—no hooks, wires, springs, chains or cloth.

May be used on gas, electric, oil, gasoline burner or any other type range. Can be converted to an electric model by the addition of a Cory electric stove.

PETITE RUBBERLESS

Domestic Model

A small size brewer especially created for use where only 2 to 4 cups of coffee are to be brewed.

Unusually attractive with crystal clear, platinum striped heat resistant glass bowls. With Cory glass-to-glass vacuum seal.

Comes complete with all accessories in rich ebony black plastic.

Each

No. DNG—2 to 4 cup cap.; wt. each 2⅝ lbs. ....$. .

One in a box, eight in a carton.

ROYAL RUBBERLESS

Domestic Model

An attractively designed family size brewer which brings the utmost in utility and beauty to every table.

Has Cory glass-to-glass seal, and the distinctive triple platinum strips on the crystal clear glass bowls.

Comes complete with rich ebony black plastic accessories.

Each

No. DCG—4 to 8 cup cap.; wt. each 3 lbs. .. .. $ . .

One in a box, eight in a carton.

STANDARD ROYAL

Domestic Model

A striking medium size brewer complete with ivory plastic accessories and highly polished chrome metal decanter cover. Crystal clear glass with platinum hand striping.

Vacuum seal is obtained through the use of a new process rubber bushing.

Each

No. DRG—4 to 8 cup cap.; wt. each 3 lbs. . . ..$ ...

One in a box, eight in a carton.

FAMILY CIRCLE

Domestic Model

A large size brewer which finds a welcome in every home. Platinum striping on sparkling heat resisting glass bowls; accessories in rich ebony black plastic.

Vacuum seal is obtained by use of a new process rubber bushing.

Each

No. DVG—8 to 12 cup cap.; wt. each 3½ lbs. ....$. .

One in a carton.

TRAY SET

Domestic Model

A beautiful addition to any home service. The tray is of heavy brass finished in high lustre chromium plating. The base is decorated with scroll-type engraving which lends beauty and makes tray virtually scratch proof.

The complete service consists of the tray, a Cory Regent brewer complete with ebony black plastic accessories, and an attractive sugar and creamer set decorated with the platinum striping to match the coffee maker.

Per set

No. DMTS—Weight per set 9½ lbs. . .... $. .

One set in a carton.

BUFFET QUEEN

Electric Model

An ideal serving set which brings charm and convenience to any table setting.

Equipped with a complete Regent model Cory coffee brewer and one extra decanter to provide a serving capacity of 16 cups. The Cory two-burner electric stove offers the extra utility of a high heat for quick brewing and a low heat to keep the coffee at just the right serving temperature.

Stove is finished in a highly polished chromium plating which adds contrast to the rich ebony black plastic coffee maker accessories.

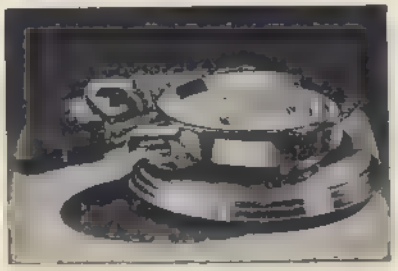
Per set

No. DQE—Weight per set 11 lbs. . ...$....

One set in a carton.

COFFEE MAKER STOVES

CORY, ELECTRIC



Two-Heat

For use with any standard vacuum type coffee makers. Permits coffee to be brewed at the table with ease and speed.

Light and portable, can be plugged in anywhere. Two heats; high (660 watts), for quick brewing and cooking; low (80 watts), for simmering and maintaining correct serving temperature.

Chrome plated finish with black or ivory bakelite handles. No cord furnished but any standard appliance cord set can be used. 110 volts, A.C. or D.C.

Each

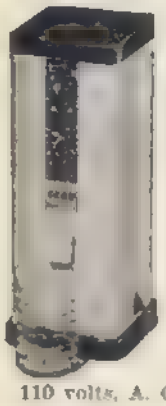
No. DEO—Black handle .... $

No. DEO-I—Ivory handle .... ..

Weight each 1¾ pounds.
One in a box, twelve in a carton.

ELECTRIC COFFEE GRINDERS

CORY



A new domestic type coffee grinder which automatically grinds coffee to a perfect grind for use in any standard vacuum type coffee maker.

Regrinds already ground coffee so as to make it perfect for use in the glass coffee makers; or grinds the whole coffee bean into a flavor-fresh grind, as you need it.

Complete with graduated measuring glass. 110 volts, A. C. or D. C.

Each

No. DEG—Cap. 1 lb.; wt. each 6¾ lbs. .. .. .. $.....

One in a box, six in a carton.

FILTER RODS

CORY

Patented. Cory all glass filter rods. Does away with all cloth, metal or paper filter parts. Can be used in all standard makes of glass coffee brewers.

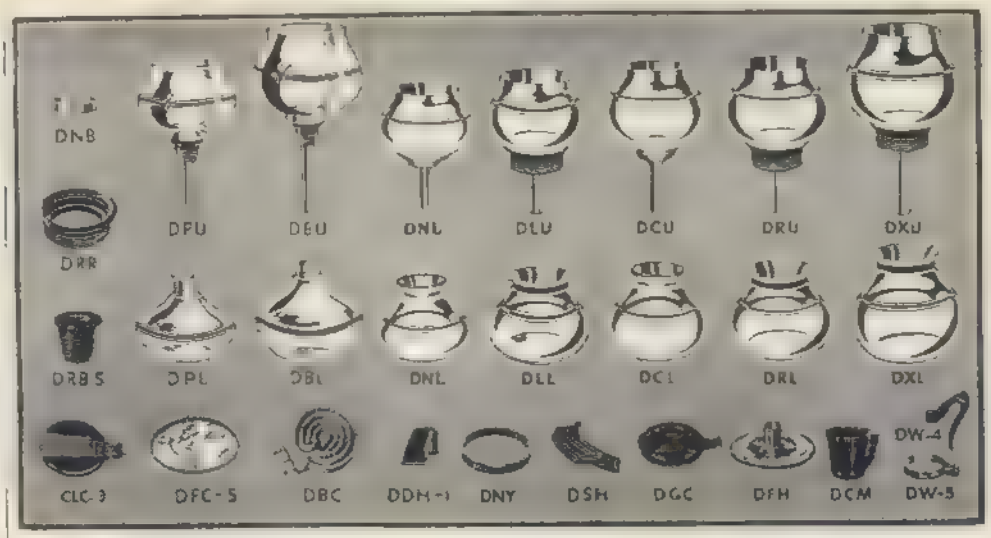
Display card furnished with every package of 12 rods.

Per carton

No. DRA—12 rods in a carton with display card; wt. per carton 3¼ lbs. .. .. $.....

GLASS COFFEE MAKER REPAIR PARTS

CORY



Order replacement parts by model letters shown on glass. Upper bowls are identified by letter "U" in model designation while lower bowls are identified by letter "L." Thus DXU indicates upper bowl while DXL indicates lower bowl of the brewer. All glassware packed in standard packages as designated.

For Wide Neck Models

Nos.	Description	Wt carton, lbs	Each
DNU	Petite upper bowl. Rubberless, 2-4 cup (6 in a carton)	5½	$2 15
DNL	Petite lower bowl, Rubberless, 2-4 cup (6 in a carton)	4½	1 80
DYU	Substitute DLU, Cadette upper		..
DYL	Substitute DLL, Cadette lower		
DLU	Lynn upper bowl, 3-6 cup (6 in a carton)	6	1 95
DLL	Lynn lower bowl, 3-6 cup (6 in a carton)	4½	1 65
DCU	Royal upper bowl. Rubberless, 4-8 cup (6 in a carton)	6½	2 55
DCL	Royal lower bowl, Rubberless, 4-8 cup (6 in a carton)	5½	2 10
DRU	Royal or Regent upper bowl, 4-8 cup (6 in a carton)	6½	2 55
DRL	Regent or Regent lower bowl, 4-8 cup (6 in a carton)	5½	1 95
DXU	Banquet or Family Circle upper bowl, 8-12 cup (6 in a carton)	8½	2 25
DXL	Banquet or Family Circle lower bowl, 8-12 cup (6 in a carton)	8½	2 25
DRH-2	Black handle complete for DLG and DKG-b		.95
DIH-2	Ivory-tone handle complete for DRG-I and DXG		1 10
DNH	Black handle complete for DNG and DCG		95
DW4	Black bakelite handle part		.40
DWI-4	Ivory-tone bakelite handle part		50
DW5	Metal handle part with screws for DRH-2 and DIH 2		55
DM6	Metal part with screws for Rubberless model		55
DMH-1	Set of screws for all Domestic handles		10
CLC-1	Black decanter cover (standard) for DLG		50
CLC-4	Chrome decanter cover for DRG-I, DKG-b and DXG		65
DGC-B	Black decanter cover (Rubberless) for DNG and DCG		50
DHB	Hinge bracket for CLC cover		10
DHR-2	Hinge bracket for DGC cover		10
DRR-9	Bushing for upper glass (large neck)		35
DNY	Neckband for lower glass (large neck)		10

DEO Stove Parts

DBC	Brick elements with coils		1.30
DDH-1	Black bakelite handle		.20
DDH-2	Ivory-tone bakelite handle		.25
DDF-1	Foot with rivet		10
DDT	Terminal studs, nuts and washers (Set of 3)		.15

For Narrow Neck Models

DHU	Substitute DPU, Homestead upper glass		...
DHL	Substitute DPL, Homestead lower glass		.
DPU	Princess upper bowl, 4-8 cup (1 in a carton)	1½	2 45
DPL	Princess lower bowl, 4-8 cup (6 in a carton)	5	2 10
DBU	Bridge Club upper bowl, 8-12 cup (1 in a carton)	2	2 75
DBL	Bridge Club lower bowl, 8-12 cup (6 in a carton)	10	2 40
CHH	Handle complete for Princess and Bridge Club		1 60
CHC	Metal part for CHH handle		50
CW2	Bakelite part for CHH handle		50
CMH-3	Set of screws for CHH handle		20
DRBS	Bushing for upper glass (small neck)		20
DNY-2	Neckband strip for lower glass (small neck		15

Universal Parts

DCR	Cory glass rod filter		50
DF	Cory porcelain "Fast-Flo" filter and 2 filter cloths		50
DFC	"Fast Flo" filter cloth (sold only in packages of 5)		35
DCM-B	Bakelite coffee measure (black)		15
DCM-I	Bakelite coffee measure (ivory-tone)		15
DFH-B	Funnel holder (black) upper bowl stand		50
DFH-I	Funnel holder (ivory-tone) upper bowl stand		60
DCT	Cory Ceramic table tile (12 in a carton)	13	1.10

DQE-S Stove Parts

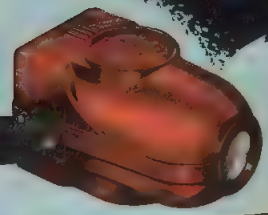
DSS-1	Switch for (Hi-Low) or (Warm-Off)		75
DSS-2	Switch center (On Off)		1 25
DSH	Black bakelite handle		.50
DQF	Foot with rivet		15
CPB	Porcelain terminal block and rivets.		.40
CBC-B	Brick element (Right 2 heat		1 85
CBL-B	Brick element (Left) low only		1 65

at last!

Walt Disney FEATURE LENGTH FILMS

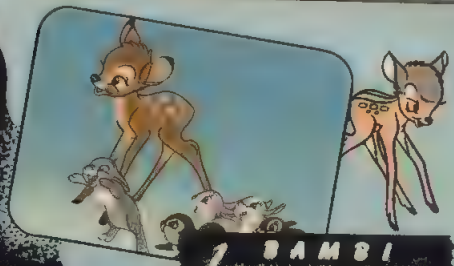
(Condensed Version)

In Full Color

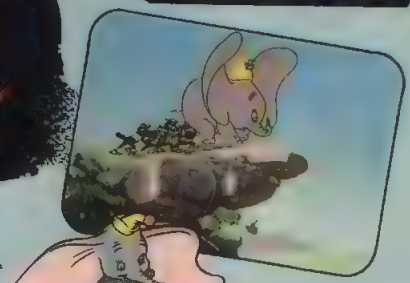


—Copyright —
Walt Disney Productions

Mickey Mouse Viewer with No. 1 Walt Disney film strip
$1.00



1 BAMBI
with all his irresistible woodland friends. Even the grown-ups fall in love with him.
4 Bambi film strips. **$1.00**



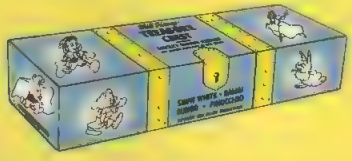
2 DUMBO
He will steal your heart away. Complete with the wonderful circus train and all the circus folk.
4 Dumbo film strips **$1.00**

3 PINOCCHIO
the puppet who turns into a boy. And what a boy! You will love him. A wonderful picture for children.
4 Pinocchio film strips **$1.00**

4 SNOW WHITE
and the Seven Dwarfs. Always a joy to see.
4 Snow White film strips. **$1.00**

Walt Disney Treasure Chest

contains Mickey Mouse Viewer and four Disney Feature Stories — Snow White, Bambi, Dumbo and Pinocchio — 16 Disney film strips in all. (256 of Disney's finest scenes). All packed in a beautiful four color Treasure Chest **$4.75**



You can't miss with these Craftsmen's Guild products. Each of these Feature Length pictures comes in four film strips (64 pictures) packaged in an attractive four color box at **$1.00** per Feature

Each feature length film story condensed into four 16mm film strips in full color 64 of the most thrillingly important scenes in each Disney story, reproduced from the original master films. Shown in all the exquisite beauty, artistry and charm for which Disney productions have become world renowned.

You have been waiting for these most famous Walt Disney stories. These **Feature** films make the Mickey Mouse Viewer line complete.

See other side of this page for descriptions of complete line.

CRAFTSMEN'S GUILD

6916 ROMAINE STREET HOLLYWOOD 38, CALIF.

LITHO IN U.S.A.

Order Your Stock of

MICKEY MOUSE VIEWERS

and WALT DISNEY FILM STRIPS

from the following list . . .

ITEM 1.

DISPLAY BOX: contains 6 Mickey Mouse Viewers (with No. 1 Film Strip), to retail at $1.00 each; and 36 assorted Walt Disney Film Strips to retail at 25c each.

Total retail value of Display box.. . . *$15.00 each*

Packed 24 in Shipping Case

ITEM 2.

MICKEY MOUSE VIEWER (with No. 1 Film Strip) .. *$1.00 each*

Packed 1 dozen in stock carton, 288 in Shipping Case

ITEM 3.

WALT DISNEY FILM STRIPS in full color on 16 mm. Kodachrome. 16 pictures in each strip. Retail price..... *25¢ each*

Packed one dozen of one title in stock carton, or one dozen assorted

AVAILABLE IN THE FOLLOWING NUMBERS AND TITLES:

No. 1. Don Donald
No. 2. Three Little Pigs
No. 3. The Practical Pig
No. 4. Chicken Little
No. 5. The Tortoise and the Hare
No. 6. The Ugly Duckling
No. 7. The Grasshopper and the Ants
No. 8. The Pied Piper
No. 9. The Golden Touch
No. 10. Little Hiawatha
No. 11. The Pointer
No. 12. Donald's Vacation
No. 13. A Good Time for a Dime

ITEM 4.

GIFT BOX. Contains one Mickey Mouse Viewer and 13 different Walt Disney Film Strips in full color..... *$3.95 each*

Packed one dozen Gift Boxes in stock carton, 72 in shipping case

ITEM 5.

DISNEY FEATURE FILMS. 4 Film strips in each feature. Each feature (4 film strips) in attractive box. . . . *$1.00 each*

Packed one dozen of a title, or one dozen assorted, in stock carton

AVAILABLE IN FOLLOWING TITLES:

SNOW WHITE PINOCCHIO DUMBO BAMBI

ITEM 6.

WALT DISNEY TREASURE CHEST contains Mickey Mouse Viewer and all four titles of Feature Films Snow White, Pinocchio, Dumbo and Bambi..... *$4.75 each*

Packed one dozen Treasure Chests in stock carton

DISCOUNTS

Less than $30.00 list value, 33-1/3%. $30.00 or more list value, 40%.

CRAFTSMEN'S GUILD

6916 Romaine Street • Hollywood 38, Calif.

SEE THESE PRODUCTS AT THE TOY FAIR RM 736 McALPIN HOTEL

LITHO IN U.S.A.

(See other side of this page)

MINNOWS

CREEK CHUB
JOINTED SNOOK PIKIE

A jointed body minnow with hooks that are swiveled and anchored to body. Fitted with three extra heavy treble hooks. An excellent bait for bass fishing. Length of body, 4 ⅞ inches. Weight, 1 ⅛ ounces.

No.	Finish	Per doz
5502	White with red head	★$22.80

One in a box. One dozen in a carton

SNOOK PIKIE

A stronger and larger minnow than the No. 700 "Pikie." The bottom hooks are swiveled and all hooks are anchored entirely through the body. Especially made for larger striped bass. Fitted with three extra heavy treble hooks. Length of body, 4 ⅞ inches; weight, 1 ⅛ ounces

No.	Finish	Per doz.
3402	White with read head	★$19.80

One in a box. One dozen in a carton.

JOINTED PIKIE

A new jointed minnow with a wiggling movement and fitted with metal deflector and three treble hooks. Length of body, 4 ¼ inches. Weight, ⅝ ounce.

No.	Color	Per doz.
2602	White with red head	★$18.60

One in a box. One dozen in a carton

CREEK CHUB
WIGGLE FISH

The new double-jointed lure with its wagging, fluted, nickeled tail and patented mouthpiece. Swims, floats and dives like a fish. Fitted with two treble hooks. Length of body, 3 ½ inches. Weight, ¾ ounce.

No.	Finish	Per doz.
2402	Red and white	★$18.60
2403	Silver Shiner, scale finish	★ 18.60

One in a box. One dozen in a carton

THE BEETLE

A natural swimming "Water Beetle" fitted with two treble hooks, one against the body and the other attached to a trailer fitted with two flasher pearl blades. Length of body, 2 ½-inches, weight ⅝-ounce.

No.	Finish	Per doz.
3850	Yellow	★$18.00
3851	Green	★ 18.00
3852	White and Red	★ 18.00
3853	Orange	★ 18.00

One in a box. One dozen in a carton

BABY JOINTED PIKIE

A joint minnow about the size of live bait. Fitted with a metal deflector at head, causing the wiggle action attractive to fish. Fitted with two treble hooks. Length of body, 3 ¼-inches, weight, ½-ounce

No.	Color	Per doz.
2702	White and red head	★$18.00

One in a box. One dozen in a carton

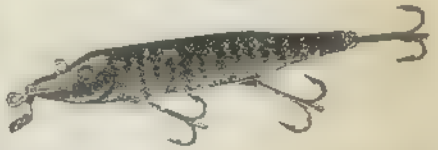
CREEK CHUB
DING BAT

A deep running, fast wiggling minnow. Small size, medium weight lure that casts easily and travels deeper now. Small size, medium weight lure. Length of body, 2 inches. Weight, ⅝ ounce

No.	Color	Per doz.
5100	Natural Pikie scale, brown legs	★$16.20
5101	Natural Perch, green legs	★ 16.20
5102	White body, red head	★ 16.20
5104	Golden Shiner scale, yellow legs	★ 16.20
5119	Frog finish, green legs	★ 16.20

One in a box. One dozen in a carton.

PIKIE



The famous Pikie Minnows, enameled. Fitted with patented metal mouthpiece to make a minnow swim as a live bait. Fitted with three treble hooks. Length of body, 4 ¼ inches. Weight, ¾ ounce.

No.	Color	Per doz.
700	Natural Pikie	★$15.60
C-702	White with red head, fitted with two heavy treble hooks	★ 15.60

One in a box. One dozen in a carton

CRAWDAD

The natural shaped crawfish body and tail, black bead eyes, rubber legs. Movement backwards, same as a crab. Length of body, 2 ¾ inches; weight, ¾ ounce.

No.	Per doz.
300	★$15.00

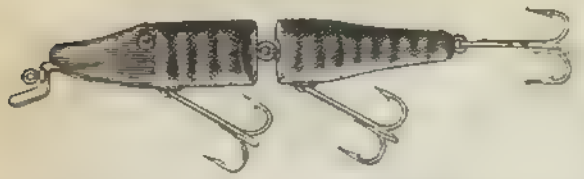
One in a box. One dozen in a carton

★ Factory Suggested Resale Price

MINNOWS

CREEK CHUB

HUSKY PIKIE



A large lure for big game fish. A jointed minnow made with all the action of a live fish. Equipped with three extra heavy bright finish treble hooks and strong fittings to withstand hard use. Length of body, 8½ inches. Weight, 2 ounces.

No.	Finish	Per doz.
3002	White with read head	★$24.00

One in a box. One dozen in a carton

HUSKY PIKIE

A strong, graceful lure, especially used for taking big fish Successfully used either in casting or trolling. Fitted with three extra heavy treble hooks, bright finish. Length of body, 6 inches. Weight, 1¼ ounces.

No.	Finish	Per doz.
2302	White with red head	★$21.00

One in a box. One dozen in a carton

HEDDON

RIVER RUNT SPOOK

A jointed sinking type, transparent body minnow with a lifelike and natural swimming habit. Sinks slowly and travels deep. Built extra strong at joints. Length of body, 2¾ inches. Weight, ⅝ ounce

No.	Color	Per doz.
9330-RH	White, red head	★$18.00
9330-L	Yellow perch	★ 18.00
9330-M	Pike	★ 18.00
9330-P	Shiner scale	★ 18.00
9330-XRG	Green Shore	★ 18.00
9330-XRS	Silver Shore	★ 18.00

One in a box One dozen in a carton

RIVER RUNT SPOOK

Another "FISHFLESH" Bait

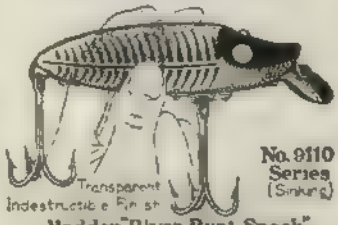
The floating type of River Runt minnow. Length of body, 3 inches; weight, ½ ounce.

No.	Color	Per doz.
9400-RH	White, red head	★$16.20
9400-L	Yellow perch	★ 16.20
9400-M	Pike	★ 16.20
9400-P	Shiner scale	★ 16.20
9400-XRG	Green Shore	★ 16.20
9400-XRS	Silver Shore	★ 16.20

One in a box. One dozen in a carton

HEDDON

RIVER RUNT SPOOK



Heddon "River-Runt Spook"

SINKING TYPE

A small, compact and lively lure. Very effective for black bass and other game fish. A slow sinking bait with a wriggling motion. Length, 2½ inches; net weight, ½ ounce. Semi-transparent, indestructible finish.

No.	Color	Per doz
9110-RH	White, red head	★$16.20
9110-L	Yellow perch	★ 16.20
9110-M	Pike	★ 16.20
9110-P	Shiner scale	★ 16.20
9110-XRW	Red & White Shore	★ 16.20
9110-XBW	Black & White Shore	★ 16.20
9110-XRG	Green Shore	★ 16.20
9110-XRS	Silver Shore	★ 16.20

One in a box. One dozen in a carton

PUNKINSEED

A sinking bait that travels about two feet under surface when retrieved Fitted with two treble hooks. Length, 2¼ inches; weight, ⅝ ounce.

No.	Finish	Per doz.
730-SD	Shad	★$16.20
730-CRA	Crappie	★ 16.20
730-XRY	Yellow Shore minnow	★ 16.20

One in a box. One dozen in a carton

HEDDON

CRAZY CRAWLER

A surface bait with a swimming, crawling action. Fitted with two No. 2 treble hooks. Length, 2¾ inches; weight, ⅝ ounce.

Small Size

No.	Finish	Per doz.
2120-BF	Bull Frog	★$18.00
2120-GM	Gray Mouse	★ 18.00

Standard Size

Same as small size, except fitted with two No. 1 treble hooks; 2¾ inches in length.

No.	Finish	Per doz.
2100-BF	Bull Frog	★$18.00
2100-GM	Gray Mouse	★ 18.00

One in a box. One dozen in a carton

★ Factory Suggested Resale Price

ARTIFICIAL BAITS

CREEK CHUB ORIGINAL INJURED MINNOW

The original and only genuine wounded minnow—widely imitated but never equaled as a bass taker. Represents a crippled minnow lying on its side, but able to make a little fuss on the surface. Retrieve in slow, short jerks. Spinners at front and rear.

3¾ in. Wood Body, Three Treble Hooks

Per dozen

No. 1500—Natural pikie scale . . $ . .
No. 1501—Natural perch scale . . .
No. 1502—White and red .
No. 1503—Silver shiner scale . . . .
No. 1504—Golden shiner scale .
No. 1505—Red side, scale . . . .
No. 1518—Silver flash . . . .

Weight each ¾ ounce.
One in a box, one dozen in a carton.

CREEK CHUB WIGGLE FISH

Fluted nickeled tail. Patented mouth piece. Fast flexible swimming movement, floats, dives and wiggles its way along just below the surface or deeper if pulled faster. Double jointed

3½ in. Jointed Wood Body, Two Treble Hooks

Per dozen

No. 2401—Natural perch scale . . . .$. . . . .
No. 2402—White and red . . . .
No. 2418 Silver flash . . . . . .

Weight each ¾ ounce.
One in a box, one dozen in a carton.

CREEK CHUB DARTER

A slim lure that darts about near the surface in a life-like manner. An exceptional killer of all game fish.

3¾ in. Wood Body, Three Treble Hooks

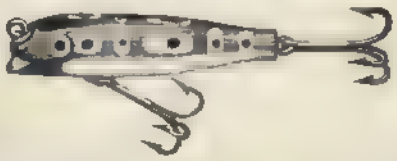
Per dozen

No. 2000—Natural pikie scale . . .$ . .
No. 2002—White with red head . .
No. 2014—Yellow spotted . . . . . .
No. 2018—Silver flash . . . . . .

Weight each ½ ounce.
One in a box, one dozen in a carton.

ARTIFICIAL BAITS

CREEK CHUB MIDGET DARTER



A small edition of the regular No. 2000 and suited to the person who likes a light lure and a whippy rod. Has the same action as the No. 2000 which is probably the greatest near surface popping bait made.

3 in. Wood Body, Two Treble Hooks

Per dozen

No. 8000—Natural pikie scale . . . .$. . . . .
No. 8002—White with red head . . . . .
No. 8014—Yellow spotted . . . .
No. 8018—Silver flash . . . . . .

Weight each ⅜ ounce.
One in a box, one dozen in a carton.

CREEK CHUB PLUNKER

Twitch it enough to keep it bobbing, dancing, fussing and "kerplunking"—the noise it makes in action—will prove a great lure for lazy bass

3 in. Wood Body, Two Treble Hooks

Per dozen

No. 3200—Natural pikie scale . . . .$. . . . .
No. 3201—Natural perch scale . . .
No. 3202—White, red head . . . .
No. 3218—Silver flash . . . .

Weight each ⅝ ounce.
One in a box, one dozen in a carton.

CREEK CHUB MIDGET DING BAT

Just right in size and action for light rod users and a fast-acting smooth-running lure especially suited for stream fishing and for small mouth bass. Fluttering hair legs produce an erratic motion entirely different from a lure not equipped with them.

1⅝ in. Wood Body, Two Treble Hooks

Per dozen

No. 5200—Natural pikie, brown legs.$ . . .
No. 5201—Natural perch, green legs . . . . .
No. 5202—White, red head, red legs . . . . .
No. 5204—Golden shiner, yellow legs. . . .
No. 5218—Silver flash, red legs . . .

Weight each ⅛ ounce.
One in a box, one dozen in a carton.

ARTIFICIAL BAITS

CREEK CHUB DING BAT

Developed in response to a demand for a moderately small sized, medium weight lure that would cast easily and travel deeper than the average semi-surface plug.

The fluttering hair legs are an entirely new idea in plug lures. They produce an erratic motion entirely different from a lure not equipped with them. It is a deep running, fast wiggling, fish-fooling masterpiece. An attractive bait for all game fish, especially during the warm weather.

2 in. Wood Body, Two Treble Hooks

Per dozen

No. 5100—Natural pikie scale, brown legs . . . . . .$. . . .
No. 5101—Natural perch scale, green legs . . . . . .
No. 5102—White body red head . . . . .
No. 5104—Golden shiner scale, yellow legs . . . . . .
No. 5118 Silver flash red legs . . . . .

Weight each ⅝ ounce.
One in a box, one dozen in a carton.

CREEK CHUB CRAWDAD

Swims backwards and looks, acts and wiggles like a live crab. Natural shaped body, tail, black beady eyes, rubber legs, bronze hooks. Floats when cast: dives deep and wiggles plenty when retrieved. Tail piece guards hooks from snags and bottom. Casts easily. Trolls deep for the big fish.

2¾ in. Wood Body, Two Treble Hooks

Per dozen

No. 300 Natural crab . . $. . . .
No. 315—Tan . . . . . .

Weight each ¾ ounce.
One in a box, one dozen in a carton.

ARBOGAST JITTERBUG

New noisy surface plug. Big double spoon makes bait wobble, also creates loud paddling sound, very noticeable to fish.

2¾ in. Body, Two Treble Hooks

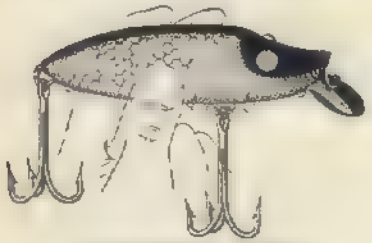
Per dozen

No. WB—White, red head . . . . . .$. . . .
No. PS—Perch scale . . . . . .
No. FS—Frog scale . . . . . .
No. YS—Yellow shore . . . . . .

Weight each ⅝ ounce.
One in a box, one-half dozen in a carton.

ARTIFICIAL BAITS

HEDDON STANDARD RIVER-RUNT-SPOOK



Slow Sinking Model

A small, compact, lively lure. Very effective for bass and wall-eyed pike, and equally good in other waters, salt or fresh for all game fish. Slow sinking, with attractive wiggling motion. Bait should be permitted to sink slowly and be retrieved slowly with occasional jerk. Transparent indestructible finish.

2½ in. Plastic Body, Two Treble Hooks

	Per dozen
No. 9110SD Shad	$...
No. 9110RB—Rainbow	.....
No. 9110L Yellow perch	..
No. 9110P Shiner scale	..
No. 9110RH White, red head	....
No. 9110XRG—Green shore	.
No. 9110XRY—Yellow shore	.
No. 9110XRS—Silver shore	..... .
No. 9110XRW Red and white shore	.....
No. 9110XBW—Black and white shore	....

Weight each ½ ounce.

One in a box, one dozen in a carton.

HEDDON MIDGET RIVER-RUNT-SPOOK

Heddon "MIDGET RIVER-RUNT-SPOOK"

Ideal for a very light rod and line. The smallest of the River-Runt family. Sinks slowly and swims lively.

Transparent, indestructible finish.

2¼ in. Plastic Body, Two Treble Hooks

	Per dozen
No. 9010SD—Shad	.....$.....
No. 9010RB—Rainbow	...
No. 9010L—Yellow perch	..
No. 9010P Shiner scale	.. . ...
No. 9010RH—White red head	.... . .
No. 9010XRG—Green shore	... . . .
No. 9010XRY—Yellow shore	....
No. 9010XRS—Silver shore	....
No. 9010XRW Red and white shore	....
No. 9010XBW -Black and white shore	....

Weight each ⅜ ounce.

One in a box, one dozen in a carton.

ARTIFICIAL BAITS

HEDDON STANDARD GO-DEEPER RIVER-RUNT-SPOOK

Heddon

Sinking Model

Goes deep for the lazy big ones. Ideal for wall-eyes and bass when in deep water. Extra large spoon lip makes it dive to bottom even in 17 to 20 feet of water and stay there for entire retrieve, and at the same time imparts to bait an occasional lively dart and natural swimming wiggle.

3½ in. Plastic Body, Two Treble Hooks

	Per dozen
No. D9110SD—Shad	$ ...
No. D9110RB Rainbow	.....
No. D9110L— Yellow perch	. .
No. D9110P—Shiner scale	....
No. D9110RH White red head	.....
No. D9110XRG—Green shore	....
No. D9110XRY Yellow shore	.....
No. D9110XRS—Silver shore	....
No. D9110XRW—Red and white shore	.. . .
No. D9110XBW Black and white shore	. .

Weight each ⅜ ounce.

HEDDON JOINTED RIVER-RUNT-SPOOK

Sinking Jointed Model

The liveliest and most natural swimmer of the popular River-Runt family; sinks slowly and travels deep with ordinary retrieves; has lively sidekick to lure and at occasional dart or jump that gets attention.

Transparent, indestructible finish.

2¾ in. Plastic Body, Two Treble Hooks

	Per dozen
No. 9330RH White red head	$
No. 9330XRG Green shore	. .
No. 9330XRY Yellow shore	. . .
No. 9330XRS—Silver shore	....
No. 9330XRW—Red and white shore	....
No. 9330XBW Black and white shore	. . ..

Weight each ⅜ ounce.

ARTIFICIAL BAITS

HEDDON CHUGGER-SPOOK

Heddon "CHUGGER-SPOOK"

A top-water bait for "popping", "chugging" or "plunking." Very buoyant and sits in water at a slant with cupped mouth and head sticking up. When line is jerked lightly "Chugger" dives under catching a big bubble and bobbing quickly to the surface. Particularly effective in quiet waters and in pockets among pads.

3¼ in. Plastic Body, Two Treble Hooks

	Per dozen
No. 9540RH White, red head	..$.. .
No. 9540XRY Yellow shore	... . .
No. 9540XRS Silver shore	....
No. 9540XRW Red & white shore	. . .
No. 9540XBW—Black and white shore	.....

Weight each ½ ounce.

HEDDON CRAZY-CRAWLER SURFACE

Heddon "CRAZY-CRAWLER" Small Size

The Tops of top-water baits. A surface bait with a swimming crawling action that really gets the big ones. It is different from all other surface lures. A consistent prize winner in National Fishing Contests. Big bass, pike and muskies can not resist it.

2½ in. Wood Body, Two Treble Hooks

	Per dozen
No. 2120BWH—Black, white head	.$.....
No. 2120YRH—Yellow, red head	. . . ...
No. 2120XRS—Silver shore	. .
No. 2120XRW—Red & white shore	. .

Weight each ⅝ ounce

Heddon

HEDDON MIDGET-DIGIT

Made especially for light whippy rods. Ideal for bass, perch or crappies. A fast sinker with lively swimming action.

1¾ in. Plastic Body, Two Treble Hooks

	Per dozen
No. 9020SD—Shad	.....$. .
No. 9020L—Yellow perch	....
No. 9020P—Shiner scale	.. . .
No. 9020RH—White, red head	. . . .
No. 9020XRY -Yellow shore	.. . .
No. 9020XRS—Silver shore	. . ..
No. 9020XRW—Red and white shore	. . . .
No. 9020XBW—Black and white shore	. . ..

Weight each ⅜ ounce.

All above, one in a box, one dozen in a carton.

CRESCENT SPECIAL DISPLAYS MADE TO MATCH STORE FIXTURES

For a number of years the Crescent Tool Company has specialized in making display panels to order They are available in almost any shape and size and can be finished in a wide variety of colors.

The illustrations above are typical of some of the displays furnished the hardware dealer Sizes can be made to fit in with the shelving or can be built to suit the dealer to tie in with other arrangements in his particular store Color can be supplied to match or blend with shelving or cases, and become a permanent part of the store fixtures.

There is no charge for the panel, the only cost is for the goods themselves In ordering all we need to know is the size of the panel, how it is to be mounted, selection of the items wanted and the color arrangements Tools are mounted either with wing nuts or spring clips, and are easily removed for demonstration and sale.

CRESTOLOY TOOLS

"Crestoloy" is the trade-marked name of special steels developed by the Crescent Tool Company working in conjunction with metallurgists of the leading steel companies. The analyses of these steels vary somewhat according to the purpose for which the finished tools are designed. In other words, the steel used in each tool is of the grade best suited to that particular tool.

Testing—Special production testing machines have been developed and every "Crestoloy" plier which comes through the factory is subjected to rigid strength tests before it is boxed and placed in stock. Cutting pliers are also given an actual cutting test, in which they are required to cut off a piece of hardened plow steel wire of a size used in U.S. Government specifications as well as the leading testing laboratories.

KRAEUTER PLIERS

THE CHOICE OF SKILLED MECHANICS

Kraeuter pliers are drop-forged from the highest grade alloy steel, heat-treated and hardened in automatic electric furnaces Using the highest quality steel possible maintaining uniformity in hardness, making Kraeuter unequalled for durability, gripping, and cutting power. The teeth do not mash down and the edges will not dent or nick.—Blue Temper Finish The plier is made of the same steel, and is supplied at a slightly lower cost, by eliminating certain polishing operations.

"We're a SEA GOING family"

says *CruisAlong*

"And we know you'll be proud of whichever one of us suits your particular needs. The 21 footer is a comfortable cabin cruiser built for 'life on the water.' She gives you 20 to 25 miles per hour depending on the motor you select (45 H.P. Gray or 61 H.P. Kermath Sea Jeep). My glamorous DeLuxe 23' Big Sister offers more spaciousness and gives you better than 28 miles per hour from her 95 H.P. Chrysler or Gray 104 H.P.

"Both of us have two soft bunks for you to sleep on and such other conveniences as clothes closet, sink, ice box, stove and extra storage space."

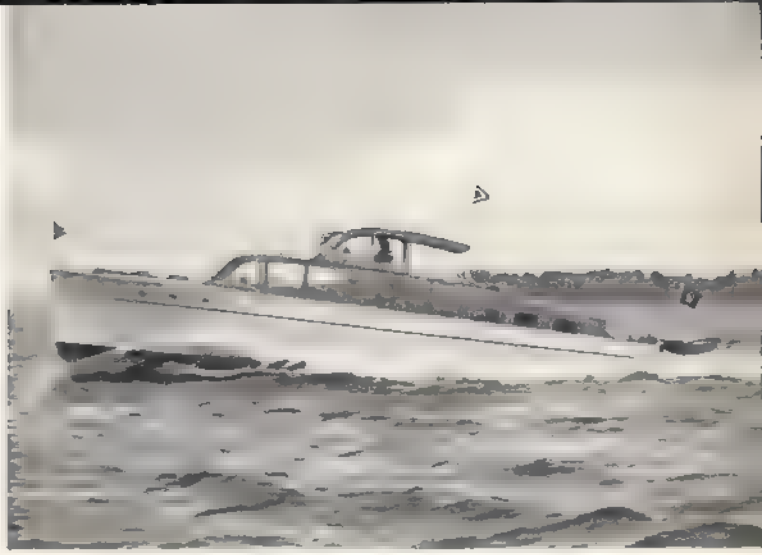
Prices from $2440. to $3395.

See our new Open Utility 21 for $1995.
Join Your U.S. Power Squadron

CruisAlong

M. M. DAVIS and SON, Inc. SOLOMONS, MARYLAND

Huckins Fairform Flyer "Fairfa" sets a pretty pace with her matched pair of GM 6-71 Diesels.



Allumette, a 52-footer, built by Consolidated, powered with three 6-cylinder 2-cycle GM Diesels driving triple screws

for every kind of craft

DO you think Diesel power has to be big and bulky? Do you think it must weigh tons—or that it is slow, sluggish and cumbersome?

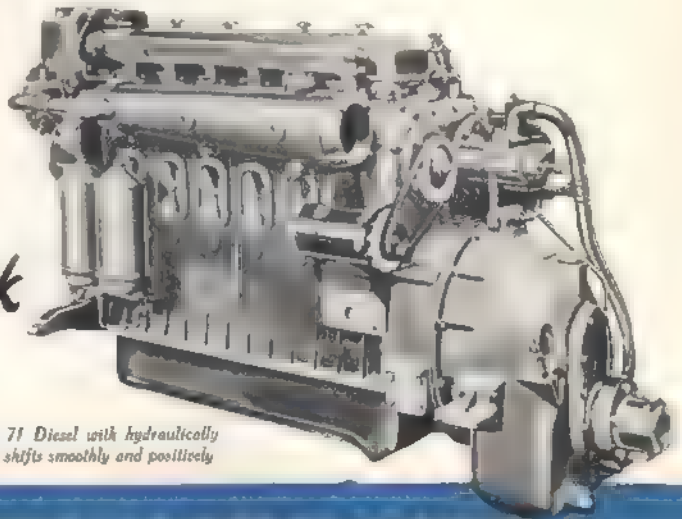
Not today, Skipper.

General Motors "71" Diesels changed all that. With these Diesels every downstroke's a power stroke—a "Four" runs like an "Eight," a "Six" like a "Twelve." They're smooth as a calm sea, yet full of pep and power. As to bulk, they're down to a size and weight that make them nice sailing companions even on moderate-size boats.

That's the story. You can have the economy of Diesel power, its long life, its dependability, its extra safety, in the clean, responsive kind of engine you like.

Better be sure you know all about GM "71" Diesels. See them at the show, or drop us a line.

Diesel Brawn without the Bulk



6-cylinder General Motors Series 71 Diesel with hydraulically operated gear. A flick of the finger shifts smoothly and positively

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GENERAL MOTORS
DIESEL POWER

DETROIT DIESEL ENGINE DIVISION

DETROIT 28, MICH. • SINGLE ENGINES . . Up to 700 H.P. / MULTIPLE UNITS . . Up to 800 H.P.

GENERAL MOTORS

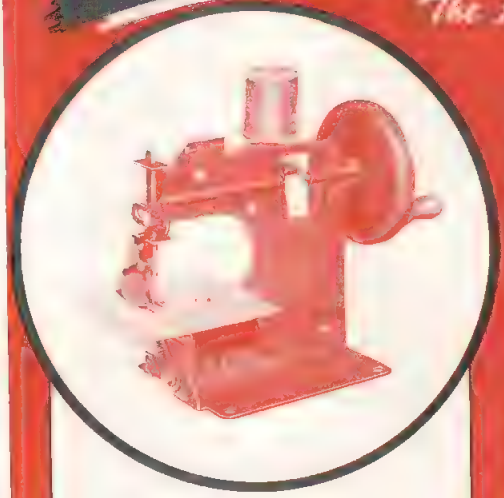
It's New for 1948

The Amazing

GATEWAY

ROTAR

TOY SEWING MACHINE



BETTER THAN EVER!

IMPROVED GATEWAY "JUNIOR" TOY SEWING MACHINE

The Toy Sewing Machine that really sews. Every girl will want one to make dolly's wardrobe, bedding, etc. Teaches the important rudiments of sewing. Made of all metal, finished in shining nickel and bright colors of non-chipping enamel. Uses standard spool thread No. 30 Self feed with adjustment for changing size of stitch. A precision machine that will work effectively for years. Individually boxed. 12 to shipment. Weight 24 pounds to 12. F.O.B. Chicago.

To sell at a Sensational New Low Price

C. L. BRADFORD & ASSOCIATES

1486 MERCHANDISE MART — CHICAGO 54, ILL.

free from broken kernels and dirt as possible when you store.

4. Inspect stored grain at least once a month. If bugs are working, fumigate. Use a ready-mixed ethylene-dichloride-carbon tetrachloride preparation. It won't hurt the grain, but watch out for the fumes! (See *Farm Journal* February 1948, page 171.)

Nematodes On The Run

Farmers in the tobacco shade areas of the Southeast are looking forward hopefully to nematode relief this year. The nematode, responsible for both root knot and a disease known as "coarse root," has been damaging both quality and yield.

Soil fumigation is the answer, according to many tests. Last fall and early winter, custom operators were busy applying fumigants to tobacco soils in Florida and southern Georgia. DD and Dowfume W-40 were the treatments most commonly used.

Tests are also being made in other shade tobacco areas, such as the Connecticut Valley. So far they look good.

Aphids Cost You Alfalfa

As an *alfalfa* grower, how many pounds of pea aphids are you feeding per acre?

Robert S. Filmer figured it out on an alfalfa field on the Walker-Gordon farm in Middlesex County, N. J. He found that the alfalfa was supporting more than 3½ *tons* of those little green plant lice to the acre! And it was costing plenty of hay.

You may wonder why *pea* aphids feed on alfalfa. It happens that they winter on it, feed on the first cutting, then migrate to pea fields, if handy.

Filmer, an entomologist for the New Jersey Experiment Station, knew that aphids were reducing alfalfa

Cultivation Comfort

There's little front-wheel bounce with this ridge buster, built experimentally by Iowa State College engineers. It smooths the ridges made by previous cultivation. The device is attached so that it can be raised or lowered with shovels.

De Laval Better Milking Has Never Been Equaled!

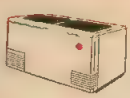
DE LAVAL—the milker that first "sold" dairymen on the advantages of machine milking—has never been successfully matched in all around top milking performance

Always the leader, the De Laval Magnetic Speedway Milker today is the only milker that can give you all these necessary advantages:

- ✓ UNIFORM MAGNETIC MILKING
- ✓ HIGHEST YIELD PER COW
- ✓ CLEANEST, LOW COUNT MILK
- ✓ EASIEST, QUICKEST TO WASH
- ✓ SOUND, HEALTHIER UDDERS
- ✓ SIMPLE, DEPENDABLE OPERATION
- ✓ LOWEST YEARLY OPERATING COST
- ✓ GREATEST TIME AND LABOR SAVING
- ✓ BIGGER MILK CHECKS

NOW'S THE TIME FOR YOU TO CHANGE TO THE NEW DE LAVAL!

De Laval Junior Separators
Built especially for the smaller herd owner. Provide De Laval clean skimming and long service at lowest price. Produce high quality butterfat. Four sizes.



New De Laval Speedway Food Freezers
For better food preservation and better farm living. Improved table fare at lower cost. Beautiful in appearance—dependable and economical in operation. Two popular sizes.

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427 Randolph St., CHICAGO 6 · 61 Beale St., SAN FRANCISCO 5

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165 Broadway, New York 6, N. Y.
Please send me printed matter on:

- ☐ De Laval Milkers
- ☐ De Laval Separators
- ☐ De Laval Freezers
- ☐ De Laval Water Heaters
- ☐ De Laval Milking Truck
- ☐ De Laval Can Hoist

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Town_____ RFD ____ State____

REMOVES CARBON!

RESISTS SLUDGING!

LION Naturalube D.H.D. Oil

Naturally Better!

Better by Nature . . .
Unusual natural qualities of the crude oil give Naturalube D.H.D. its ability to remove hard carbon. D.H.D. naturally clings longer, penetrates faster and farther. Saves wear.

Reinforced by Lion
Lion carefully safeguards all the natural engine-protecting qualities of the crude during refining . . . Then adds special reinforcing to help keep sludge and lacquer from stealing power. D.H.D. is non-corrosive, safe!

GUARANTEED

If you don't believe D.H.D. is the best oil you've ever used, Lion Oil Company will refund your money. Buy it in the 5-gallon spout pail or 50-gallon drum from your Naturalube distributor

Use Lion Heat Resisting Greases and Gear Lubricants

"Petroleum Promotes Progress"

LION

LION OIL CO.

CROPS

yields. That's why he weighed the aphids. In some cases alfalfa that should have yielded 10 tons (green weight) of first-cutting hay, was making only 3½ tons. Those fields were "growing" as big a tonnage of aphids as alfalfa.

Until someone discovers a market for aphids, entomologists are still trying to find some good way of getting rid of 'em. Rotenone doesn't work so well because of the cool spring weather. DDT and benzene hexachloride kill the aphids, but make the hay unusable for livestock. Bug experts are now testing the new killer, parathion, to see what it will do.

New Varieties

Potatoes. *Kennebec,* recently announced by USDA, is very resistant to late blight, and is a high yielder. This large, white, shallow-eyed potato also resists certain virus diseases, including net necrosis and mild mosaic.

Tests in 20 co-operating states show Kennebec adapted to many regions. Some seed will be available to growers this fall.

Russet Sebago, developed at the University of Wisconsin, has the high quality and blight resistance of Sebago, plus scab resistance equal to Russet Rural. It is a late potato, with a fairly tough skin that stands handling well. There'll be some seed this fall.

Grasses. *Lincoln* and *Achenbach,* new strains of smooth brome grass, outyielded common brome by more than 50% in Wyoming the last two years. There was little difference in hay yield between the new strains. Achenbach came from Kansas, and Lincoln from Nebraska.

Electric Impact Tool

Removing studs, even when frozen, is easy work with the socket attachment for this electric impact tool. Among other operations claimed by the manufacturer, Ingersoll-Rand, are drilling (metal, wood, or masonry), and reaming.

BOWES

As a Bowes Dealer He has the "Know-How" on Tire-Repairing

● Whenever you have a tire or tube repaired, you entrust the lives of your loved ones to the repairman. Therefore his ability, equipment, and the quality of materials he uses are of tremendous importance.

The dealer who displays the Bowes "Seal Fast" Trade Mark has been trained in our method of tire and tube repairing. He has the "know-how." He is supplied with the most modern equipment and materials, tested and improved through 30 years' experience. That's how we protect our good name and your safety. Your Bowes dealer can give you lasting, dependable tire repair service.

DRIVE IN Where You See This Sign!...

Also see famous Bowes "Seal Fast" Spark Plugs . . . Corrodeless Terminal Battery Cables . . . Polishes and Radiator Compounds . . . Fan Belts . . . and other accessories "for smoother motoring."

BOWES "SEAL FAST" CORPORATION
INDIANAPOLIS 7, INDIANA

AIR RIFLES

DAISY

Pump Action, 50 Shot Repeater

The fastest selling high grade air rifle built. A 50 shot repeater with forced feed, permitting easy firing from the shoulder. Cocks easily by simply pulling the slide toward the stock.

Take-down model, gun-blue metal parts with beautiful gold engraved jacket, walnut finish stock, non-slip grooves on butt of pistol grip, adjustable rear sight.

Per dozen

No. 25—37 in. long; wt. per dozen 56 lbs. ..... $ ....

Ten in a case.

Red Ryder Carbine, 1000 Shot

Carbine ring anchored in jacket with leather thong attached for hanging rifle on wall or lashing to saddle or bike.

Blued carbine bands around muzzle and fore-end, all other parts blued; double notch sight for drawing a bead or off-hand shooting; carbine fore-end fits your grip; pistol grip stock, walnut finish with Red Ryder name and horse brand.

Per dozen

No. 111—36 in. long; wt. per dozen 50½ lbs ..... .$

Ten in a case.

Lever Action, 100 Shot Repeater

A big, husky air rifle with gun-blued metal parts and well finished stock of sound wood. Its smooth sleek appearance and sure balance give it the "feel" of a real fire-arm. Gravity-feeds 1000 shots when fully loaded

Per dozen

No. 155—35 in. long, wt. per dozen 24 lbs .... ..$

Ten in a case.

INVESTMENT TURNOVER

Show our catalog and sell from it direct. You satisfy a customer and cut your costs.

TARGET OUTFITS

DAISY TARGETEER

Built from heavy gauge blue gun steel, natural finish. A well balanced smooth action air pistol designed strictly for target shooting. Magazine holds 500 special Targeteer shot. Cocks with a simple, easy, sliding motion. 10 in. long over all

Outfit contains one Daisy air pistol as described above, one metal tube of 500 copper coated steel Targeteer shot (caliber .118), one set of spinner targets and one Handipad of 25 Daisy target cards. Packed in a handsome carton which, when opened and set up, becomes a sturdy backstop for either set of targets.

Per outfit

No. 118—Wt. per outfit 1½ lbs. .$

One outfit in a carton.

AIR RIFLE SHOT

BULLS EYE, STEEL

Copper-Coated

Each pellet perfectly formed, insuring straight shooting. Do not flatten out or clog the gun. Fits all standard air rifles

Per case

No. B5—2½ oz. red, white and blue tubes; wt. per case 15 lbs. ....$

100 tubes in a case

REMINGTON RED TOP, LEAD

Specially selected lead shot, highly polished, uniform in size. Tube is strongly made of best quality shot steel paper, with telescoping cap. Tube is yellow with red cap.

Per case

Remington—About 154 pellets in a tube; wt. per tube 2¾ oz.; wt. per case 21 lbs. ....$ . ..

One hundred tubes in a case.

AIR PISTOL SHOT

DAISY, TARGETEER

No.118 TARGETEER SHOT

Made to fit the exacting requirements of the Targeteer pistol. Uniform in weight, size and shape. High quality steel, copper-coated.

Per 100 tubes

No. 118S—500 pellets in a red, white and blue metal tube; wt. per tube 2 oz.; wt per case 10 lbs. ....$.. .

50 tubes in a case

SHOTGUN SIGHTS

NYDAR, MODEL No. 47

A reflector-type shotgun sight that places a circle and dot on the target. A shooter gets on his target faster and hits it yards sooner in a Nydar sight.

It immediately gives you greater accuracy and a new thrill in shooting game, skeet or trap. Makes it possible for you to shoot with both eyes open. You can assume an upright, natural relaxed position

Constructed of the highest grade tool steel, hardened and drawn to a spring temper, reflector plate consists of two lenses permanently jointed together producing a virtually shatterproof unit.

Each

No. 61-11-05—For most double barrel and over and under type shotguns with rib .. $

No. 61-11-06—For most automatic shotguns with or without rib bed receiver and most slide action repeating shotguns with or without ribbed receiver ....

No. 61-11-07—For most single barrel shotguns, most over and under shotguns without rib and most bolt action shotguns....

Weight each 1 pound.

One in a box.

SINGLE SHOT RIFLES

REMINGTON NEW "TARGETMASTER," MODEL No. 510

Bolt Action, Take-down, Automatic Ejector

Exclusive new features include double locking lugs, double extractors, streamlined self-cocking bolt with double cams for easy cocking, firing pin safety indicator that shows red when cocked. Thumb safety goes on automatically when cocking rifle, locks trigger; shows red dot when ready to fire. Loading platform makes loading easy and gives straight line cartridge feed.

Barrel—25 in., round, tapered, crowned muzzle

Sights—Step adjustable rear and white metal bead front sights. Base of rear sight conceals dovetail slot to permit fitting of other rear sights.

Stock—Genuine American walnut stock, pistol grip, shotgun style checkered butt plate, semi-beavertail fore-end.

Each

No. 510A—.22 caliber shoots .22 short, long or long rifle rim fire cartridges, wt. each 5¼ lbs. ....

No. 510P—Remington "Point-Crometer" receiver peep sight with two interchangeable discs, point adjustment for windage and elevation; Patridge type blade front sight mounted on non-glare ramp, otherwise same as No. 510A

REMINGTON MODEL No. 514

Bolt Action, Take-down, Automatic Ejector

Streamlined; gracefully tapered barrel; designed for accuracy and a steady hold.

Fast handling; a neat compact handsome all-around rifle that feels right and shoots straight. Scientifically balanced for fast handling.

Sturdy construction, rotary thumb safety, positive fire control, loaded cartridge removal; self-cocking bolt.

Barrel—24¾ in. round, tapered, crowned muzzle rich black finish.

Sights—New style step adjustable rear sight; flat integral bead front sight.

Stock—Genuine American walnut stock, one-piece pistol grip; long, full, well-rounded semi-beavertail type fore-end; composition butt plate

Each

No. 514—.22 caliber, shoots .22 short, long or long rifle rim fire cartridges; wt. each 5¼ lbs. .. $....

STEVENS MODEL No. 53

Take-down, Bolt Action

Barrel—24 in., round tapered, crowned muzzle.

Sights—Gold bead front sight, sporting rear sight with elevation adjustment.

Action—Fast bolt action, self-cocking with independent safety, plated bolt and trigger.

Stock—Full size, oil finished American walnut, oval Military style, full pistol grip, fore-end with black tip; hard composition butt plate.

Each

No. 53—.22 caliber, for .22 short, .22 long or .22 long rifle rim fire cartridges; wt. each 5¼ lbs. .....$ ...

All above, one in a box.

SINGLE SHOT RIFLES

SPRINGFIELD, MODEL No. 15

Take-down, Bolt Action

Barrel—22 in., round, tapered; barrel and receiver in one piece

Sights—Gold bead front and sporting rear with elevation adjustment.

Stock—Walnut finish oval stock, full pistol grip.

Action—Bolt action rebounding safety lock prevents accidental discharge; positive ejector and double strength extractor.

Each

No. 15—.22 caliber, shoots .22 short, long or long rifle regular or high speed rim fire cartridges; wt. each 4 lbs. $ . . .

One in a box

GUN STOCKS

Turned from a pattern designed to restock any double breech-loading gun, with dimensions that permit making any drop or length stock that may be required.

Each

No. GS—Black walnut; wt. each about 2½ pounds.....$.....

Open stock

GUN FORE-ENDS

American walnut; for Remington auto-loading shot guns

Each

No. P—Plain, for Model 11A .....$....
No. C—Checkered, for Model 11A ... .
No. SC—Checkered, for Sportsmans' Automatics

Open stock.

Note—When ordering, specify gauge of gun (12, 16 or 20).

MAGAZINE PLUGS

For use in automatic and repeating shotguns to reduce magazine capacity to two shells, which, with one in chamber makes a three shot gun which complies with Federal Migratory Bird Regulations and State laws limiting a shotgun to three shots

Per dozen

Magazine Plug—3-shot, for use in 5-shot guns; specify gauge, make and model of gun ..... $.
Model 31 Plug—For Remington pump guns. . .... .

Open stock.

CONCENTRATE
Your Purchases with Us and Save Time, Money and Trouble

CONESTOGA BIG BANG CANNONS

FIELD CANNON

Olive drab color. Red wheels. Has charger and ignitor. Ammunition not included.

No.	Length	Wt. each	Each
15FC	25 in.	5½ lbs.	$6.50
10FC	17 in.	2¾ lbs.	4.00

ANTI-AIRCRAFT GUN

Olive drab finish. Mounted on base for elevated firing. Fitted with charger and ignitor. Ammunition not included.

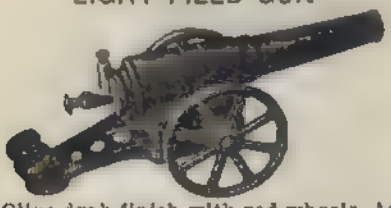
No.	Length	Wt. each	Each
15AC	15½ in.	4¼ lbs.	$4.75

MOTOR TANK

Finished in olive drab and mounted on four black rubber wheels. Loaded with spoon attached to breech. Ammunition case in rear turret. Ammunition not included.

No.	Length	Wt. each	Each
5T	10½ in.	3¼ lbs.	$3.00

LIGHT FIELD GUN



Olive drab finish with red wheels. Ammunition case in rear end of drag beam. Loaded with spoon attached to the breech. Ammunition not included.

No.	Length	Wt. each	Each
6F	9 in.	2¼ lbs.	$2.50

All above, one in a carton

EXTRA PARTS

All orders for extra parts will be mailed from factory. Delivery about two weeks.

No.		Each
SP	Big-Bang Spark Plugs	$0.10

CANNON CHARGERS

No.		Each
10CC	Fits 10 FC Cannon	$0.60
15CC	Fits 15AC and 15FC	.60

CANNON IGNITORS

No.		Each
1G	Fits 10FC, 15AC and 15FC	$0.60

BREECH BLOCKS

No.		Each
5-BB	Fits 5-T and 6-F Guns	$0.60

AMMUNITION

BANGSITE

Pulverized ammunition called BANGSITE is used in BIG-BANG guns. It is not poisonous.

No.	Wt. per doz.	Per pkg
BGS	3 lbs.	$0.20

One dozen tubes in a box

REPEATING ROLL CAPS

Paper caps for all repeating cap pistols. 50 shots per roll, 5 rolls per package. 60 packages in a display box.

No.	Wt. per case	Per gross pkgs.
Repeating Caps	30 lbs.	$7.20

Ten gross in a case

TARGETEER SHOT

Coppered steel shot. 118 caliber. Packed 400 pellets in attractive, three colored tubes.

No.	Wt. per case	Per case
118-S	14 lbs.	$11.34

One hundred tubes in a case

Per Tube $0.24

NOVELTY PISTOLS

ANTI-FIRE SUB-MACHINE GUN

Barrel and ammunition chamber of heavy aluminum. Other parts of tenite plastic, light walnut finish. Uses table tennis balls as ammunition. Packed in colored box which forms into a target.

No.	Wt per doz.	Per doz.
1008	24 lbs	$50.00

One in a box. One dozen in a carton

"DAISY" ATOMIC PISTOL

10 inches long. "Buck Rogers Pistol." Combined blued and natural finish. Flashes through the red windows of the "Fission Rate Indicator."

No.	Wt. per doz.	Per doz.
U-235	10 lbs.	$16.80

Five dozen in a carton

SQUIRT-O-MATIC WATER REPEATER

All blued steel, automatic type repeating, with pull plunger to load for 6 shots.

No.	Wt. per ctn.	Per doz.
72	35 lbs.	$11.76

One in a box. Five dozen in a carton

TARGETEER PISTOL

No.118 TARGETEER

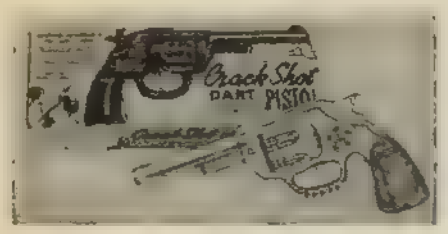
A 10-inch air pistol. Made of heavy gauged, blued gun steel and chambered for the .118 Targeteer shot. Magazine capacity holds 500 shot. Consists of pistol, a tube of 400 coppered steel shot, a set of "Spinner" Targets and a pad of 25 Daisy paper targets.

No.	Wt. per set	Each
118	1½ lbs.	$4.10

One set in a box

WYANDOTTE TOYS

TARGET PISTOL



Heavy steel, 7¾ inches long, baked enamel finish. 1 rubber-tipped dart.

No.	Wt. per ctn.	Per doz.
25	25 lbs.	$4.00

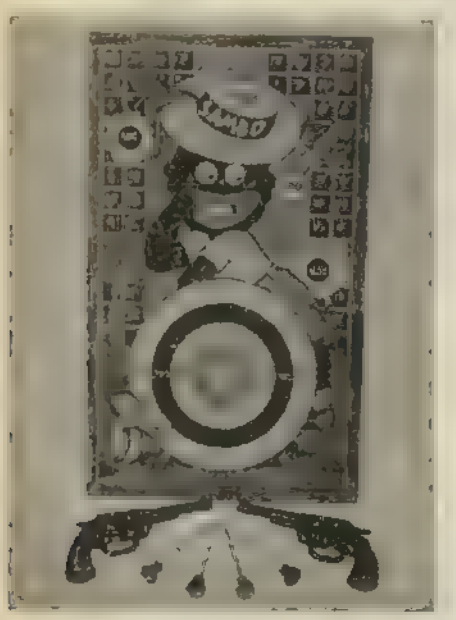
One in a box. Six dozen in a carton

TARGET GAMES

Lithographed steel, 15x12 inches, with moving ducks which fall when hit. Key wind motor, 2 pistols with six darts.

No.	Wt. per ctn.	Per doz.
3907	36 lbs	$67.20

One in a box. One-half dozen in a carton

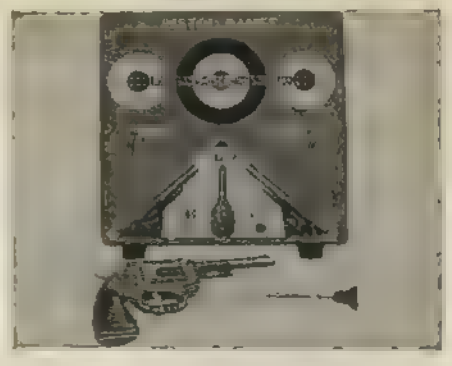


Lithographed steel target, 14x23 inches. Metal stand. One pistol and 4 darts.

No.	Wt. per ctn.	Per doz.
3702	37 lbs	$18.00

One in a box. One dozen in a carton

TARGET GAMES



Steel, 9½ inches square. Metal stand. One pistol and 2 rubber-tipped darts.

No.	Wt. per ctn.	Per doz.
[illegible]	46 lbs.	$11.20

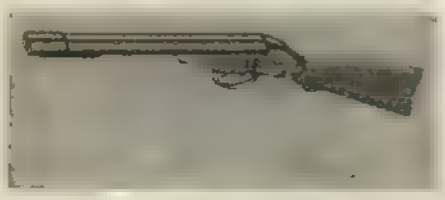
One in a box. Three dozen in a carton

POP GUNS

Heavy steel, 28¾ inches long. Baked enamel finish, walnut handle, 2 triggers. Self-loading break action, safety cork. Web shoulder strap. Double barrel.

No.	Wt. per ctn.	Per doz.
36	27 lbs.	$25.80

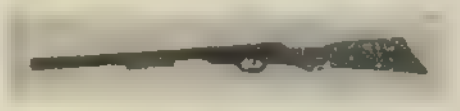
One in a box. One dozen in a carton



Same as No. 36, but 23 inches long, and without web shoulder strap.

No.	Wt. per ctn	Per doz
46	34 lbs.	$16.00

One in a box. Two dozen in a carton



Heavy steel, 22 inches long, baked enamel finish, walnut handle, Pump action, self-loading, safety cork.

No.	Wt. per ctn.	Per doz
45	28 lbs.	$11.80

One in a box. Three dozen in a carton

Heavy steel 14¾ inches long. Black enamel finish, red wooden handle. Self-loading, break action. Safety cork.

No.	Wt. per ctn.	Per doz.
17	5 lbs.	$6.00

Three dozen in a carton

REPEATER PISTOL

Heavy steel, 10 inches long. Red baked enamel finish, with white plastic pistol grips and black twirling cylinder. Clicking hammer and breech loader.

No.	Wt. per ctn.	Per doz.
[illegible]	24 lbs	$11.60

One in a box. Three dozen in a carton

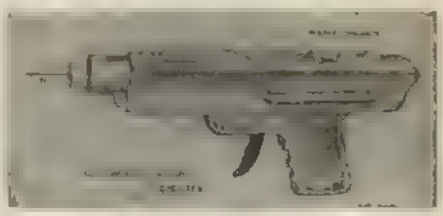
RED RANGER CLICKER PISTOL

Colored lithographed metal, 7¾ inches long, with imitation pearl handle. Trigger is pulled causing loud clicking noise.

No.	Wt. per ctn.	Per doz.
24	22 lbs.	$3.40

Six dozen in a carton

WATER PISTOLS



Heavy steel, baked enamel finish. Automatic "30-shot" repeater.

No.	Wt. per ctn.	Per doz.
33	19 lbs.	$11.70

One in a box. Three dozen in a carton

Heavy steel, size 7 inches, baked enamel finish. For long distance shooting.

No.	Wt. per ctn.	Per doz.
18	35 lbs.	$5.00

One in a box. Six dozen in a carton

NO. 1 CHOICE OF LEADING DEPARTMENT STORES!

NATIONALLY ADVERTISED!

Ray-Dyne

LARGEST MAKERS OF KIDDIE'S CONSOLE PHONOGRAPHS

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CONSOLES from $20.95 Retail

TABLE MODELS from $11.95 Retail

PHONOGRAPH-RADIO COMBINATION $37.50 Retail

ALL NEW 1949 KIDDIE PHONOGRAPHS with *VOLUME CONTROLS*

★ Play all size records. ★ Sturdy Solid Wood Cabinets.

★ Patented Volume Controls. ★ Underwriter's Lab. Approved

★ Storage space for all size albums

These fast-selling kiddie phonographs and Radio-Phonograph Combinations come in beautiful pastel enameled finishes, gaily decorated. Cabinets of solid wood made in our own factory. Clear, brilliant tone. Over a quarter century manufacturing phonographs is your guarantee of quality.

ORDERS NOW BEING ACCEPTED FOR HOLIDAY SELLING.

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BIG-BANG

SAFETY GAS GUNS

Year-Round Sales

SAFETY CELEBRATORS

Realistic
No Gunpowder
No Matches

BIG-BANG TANK

10½" long Olive drab finish.

Toy Fair	Hotel McAlpin, March 8-20	Room 874

You will have a QUICK-TURN-OVER on BIG-BANG because this merchandise has not been available in worth-while quantities since 1941. During these six years, many boys have become of BIG-BANG Age and further, our advertisements now appearing the leading boys' magazines make it known that BIG-BANG Guns are available again.

THE CONESTOGA COMPANY BETHLEHEM. PENNA.

FLASH! THE TOY SHOW SPOTLITE IS ON

THE NEW OFFICIAL

DICK TRACY
SECRET SWITCH
FLASHLIGHT

A FLIP and IT FLASHES

Brilliant red top glows red when light is on.

•

Dressed up with Dick Tracy shield emblem.

•

Solid metal case, bright blue, baked enamel finish.

•

Packed in snappy 2 color box

79¢
COMPLETE INCLUDING BULB AND 2 BATTERIES

FULL BANTAMLITE LINE
HOTEL McALPIN - Room No 734

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UNIVERSE DOLLS

will be displayed at our
Factory showrooms exclusively

156 WOOSTER STREET
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We sincerely urge you to see these values before placing your orders.

J. Jordan, in charge

UNIVERSE DOLL CO., Inc.
156 Wooster St. New York 12, N. Y.
Telephone: GRamercy 7-3589

TOY NEWS AND NEW TOYS

A Trophy assortment

POPULAR TROPHY MUSICAL TOYS

Shown in the accompanying illustration are four popular musical toys featured by Trophy Products Co., Cleveland, Ohio. Made of colorful, sanitary plastic, they include "Hezzie," the "Flutophone," a "Sax-O-Fun," and "Sousafun."

Junior can drop them or pound the furniture with them and they will still play accurately, as with all Trophy musical toys, they have scientifically designed acoustical chambers and replaceable vibrators. The "Sax-O-Fun" is featured by Spike Jones' band of "City Slickers," while "Hezzie," the slide whistle, takes its name from the famous leader of the "Hoosier Hot Shots."

RIG-A-JIG'S NATION-WIDE COLORING CONTEST

An ingenious advertising and sales promotion thru Children's Activities, in their March, April, May, and June issues, features a coloring competition.

According to Wm. Roth, vice-president of Rig-A-Jig Toy Company, one of these Rig-A-Jig construction ideas, such as the Woman with Doll Buggy, will be featured monthly in large outline picture. Children are instructed to color with crayons or colored pencils. They color the circles, red, the triangles, yellow, etc.—all the 7 different geometric shapes in their correct colors so that the finished picture looks like the real toy. 37 prizes from $10.00 down are being awarded on the basis of neatness.

Rig-A-Jig is highly commended by educational authorities for the way it entertains, while helping to develop a whole battery of basic personality factors, such as muscular coordination, creative imagination, finger dexterity, color discrimination, space visualization, and a general speeding up of thinking and reasoning faculties. Doctors, also have found that Rig-A-Jig has substantial therapeutic value for children confined to hospitals because it fosters good emotional drives in a child and eases the hardship of inactivity.

Dealers recognize in Rig-A-Jig a sound year 'round promotional toy, especially desirable during seasonal lags. Further details on the Contest and tie ups with it are obtainable by writing Rig-A-Jig Toy Company, 32 W. Washington, Chicago 2, Ill.

EUGENIA BOOKING HEAVY ORDERS ON BABEE WEE

The latest word from Eugenia Doll Co., New York, is that their new wetting doll is proving "a ball of fire." "Orders have been pouring in at such a pace, there is a likelihood that these dolls will have to be allocated for the balance of the year," said the firm spokesman.

One of the features that have won for Babee Wee this tremendous popularity is its remarkably light weight. Eugenia dolls sell in the popular price range. For example, Babee Wee in the 20-inch size retails for $9.98.

Babee Wee and other new numbers in the Eugenia line are now on display in the 200 Fifth Avenue Building, New York, Room 534, with popular Benj. Portugal in charge.

Babee Wee and layette

LEADER MERCHANDISE CO. GETS LARGER QUARTERS

The Leader Merchandise Company has moved to new and larger quarters at 45 East 20th Street, where they will continue to feature their low priced merchandise in addition to many new lines. They are now handling a complete line of toys, notions, novelties, plastic specialties and many other items in the 5c to $1.00 field.

Leader has a constant stock on hand of all their items with many new products being supplemented to their line from time to time. Their Fall line this year will contain mechanical toys made of metal and plastic, decorations of every type and style for the tree and home, and other interesting items. Samples of their entire line are on display at their new show room.

TOY TOWN CORP. INTRODUCES THE BABE RUTH OFFICIAL BASEBALL GAME

Toy Town Corp., manufacturers of "Squealie" and "Tee-Off," are introducing Babe Ruth's Official Baseball Game to the trade during the American Toy Fair, March 8th through 20th.

This baseball game simulates all the features of professional Big League Baseball.

George Geller and Jack Otis of Toy Town showed the baseball game in its crude stages to the "Sultan of Swat." This game, in a sense, is an offshoot of Toy Town's "Tee-Off" golf game, which had been on the market many months before.

The "Bambino" took a gander at this new gangled game; took an immediate liking to it; offered some suggestions for improvements . . . and lo and behold . . . Babe Ruth's Official Baseball Game was born.

Toy Town is also introducing "Winkie," the Big Brother of "Squealie," the plastic piggy bank. "Winkie" is a big fellow approximately 14" long, 9" high and 8" wide. He's made of shatterproof plastic in pastel colors and holds over $1,000 in coins.

The complete line of Toy Town toys will be on display for the visiting buyers during the Toy Fair and throughout the year in Room 507, 200 Fifth Avenue, New York 10.

MELDON BROTHERS MARKET NEW TOY GUN

The Meldon Brothers Company, Cleveland 3, Ohio, manufacturers of the well known super automatic toy gun, are introducing a new toy gun to the market. It's the new Play Police Automatic Cap Pistol! This all metal cap pistol, made of 22 gauge steel that will not break when dropped, has a fine blue black baked infrared enamel finish. It shoots with a loud report and can be loaded very easily. It is a 50 shot repeater, using any brand of caps. For complete safety and harmlessness, this gun is constructed with a safety trigger and all moving parts are enclosed. The gun comes complete with a play police badge, policeman's whistle, and Play Police permit. The complete four piece set is packaged in an attractive multi-color box. Packed four dozen to a shipping carton, weighing 35 pounds. Suggested retail price is 79c.

All metal cap pistol

710

HANDCUFFS and CRIME STOPPERS SETS

775

700

No. 710—CRIME STOPPERS SET. Consists of nickel plated steel handcuffs, 10" turned wood and varnished billy, gold foil [illegible] contains 1 dozen on 10" by 7" Dick Tracy card. 1 dozen to a bag, [illegible] minimum packed 3 doz.; weight 4 lbs. per dozen.

No. 700—DICK TRACY JUNIOR HANDCUFFS. Nickel plated steel handcuffs in attractive 9" by 4" [illegible] Packed 1 doz. to a bag. Minimum 3 dozen; weight 2 [illegible] lbs. per dozen.

No. 775—DETECTIVE SET. Handcuffs, billy and badge same as No. 710 plus novelty goggles with unbreakable lenses and whistle. Individual full-color [illegible] box, minimum 3 dozen sets; weight 10½ lbs. doz.

room 868
McALPIN HOTEL
during the
TOY FAIR

Highest Play Value
and Biggest Money's Worth
on the Market Today

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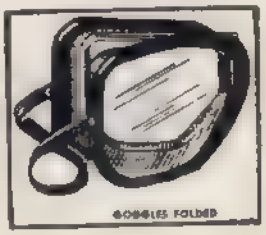
Display and Promote Them
In All Seasons!

No. 120—PILOT GOGGLES. Practical for adults as well as a swell toy. All metal hinge frame. Unbreakable non-inflammable lenses. Colorful 9" x 4" card. Minimum 3 doz. Weight 1 lb. per doz.

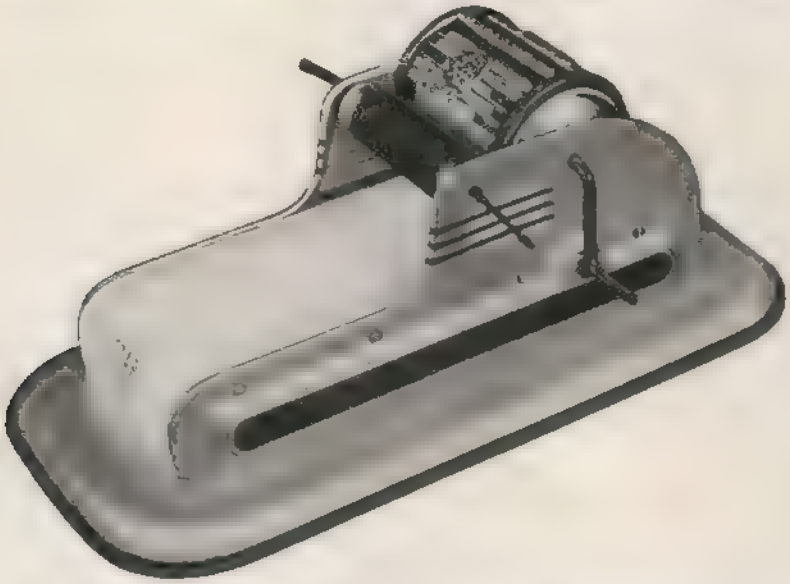


Write for Samples and Prices

Manufactured by **JOHN-HENRY Mfg. Co.** Factory: 90 Grand St., N. Y. City

Sales Office:— **R. A. GROSSMAN,** 347 Fifth Avenue, New York City (MUrray Hill 3-5635)

Streamlined SUPERIOR Printing Presses



NO. 8403
"STAR"
RETAILS AT $5.95

•

PRINTS
A
3½" x 7" SHEET

ALL THREE SUPERIOR PRESSES ARE FURNISHED WITH AMPLE TYPE, PICTURE PRINTING DIES AND OTHER EQUIPMENT

Every boy who has a yen to be a reporter, editor, or printer wants one of these SUPERIOR presses. Even the smallest one prints a much larger area than any other make of press ever offered to the toy trade.

With the equipment furnished with the press any boy can immediately set up and print handbills, postal cards, newspapers, and other jobs—ILLUSTRATED WITH PICTURES.

See these presses in operation at the TOY FAIR—or write for circular and prices.

The SUPERIOR Line

includes

CUB Rotary Printing Press
STAR Rotary Printing Press
ACE Rotary Printing Press

•

Picture Stamp Printing Sets
Alphabet Stamp Printing Sets
Rubber Type Printing Sets
Combination Sets of Stamps and Type

•

SUPERIOR MARKING EQUIPMENT COMPANY
200 Fifth Avenue
New York 10, N. Y.

•

Home Office: 1800 Larchmont Ave., Chicago 13, Ill.

DIETZ LANTERNS

COLD BLAST STREAMLINE "BLIZZARD"

Cold Blast
Balanced Draft

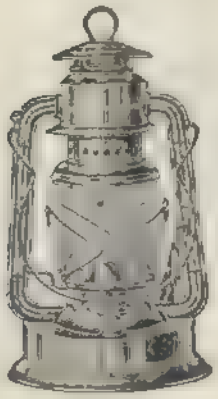
Stormproof reliability and high lighting power. The streamlined curves shed wind and rain. Broader, non-tip fount, ingenious pivoted bail that can't pull out, and high efficiency burner. Made from grade "A" charcoal tin in bright finish.

Specifications

Height, 14¾ in.; light, 10 c. power; wick, 1 in.; capacity, kerosene, 32 oz.; burns, 45 hours; globe, Dietz "Fitzall Loc-Nob"; burner, No. 262 (Winglock).

No.	Globes	Wt. per doz.	Per doz
Blizzard	Clear	38 lbs.	$40.60
Blizzard	Ruby	38 lbs.	44.10

D-LITE



Has No. 262 wing lock cone burner, 1-inch wick, Nustyle globe, ten-candle power, 45-hour capacity fount. Height 13¼ inches.

SHORT GLOBE

No.	Globes	Wt. per doz.	Per doz
D-Lite	Clear	36 lbs.	$40.60

All above, one-half dozen in a carton.

LITTLE GIANT

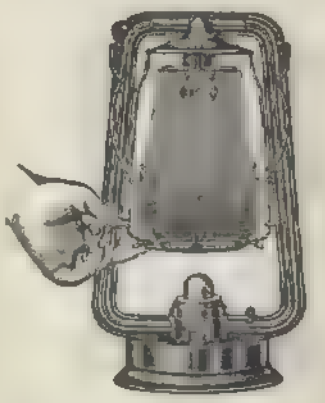
Same as Little Wizard, but with extra large tin fount, 70-hour capacity. Height 11½ inches.

SHORT GLOBE—LARGE FOUNT

No.	Globes	Wt. per doz.	Per doz.
Little Giant	Clear	36 lbs.	$36.20
Little Giant	Ruby	36 lbs.	39.80

One dozen in a carton.

MONARCH



The most popular No. 0 lantern. Cold rolled steel, coated with Grade "A" Charcoal Pure Tin. Non-Tip base, lever globe lift and an improved pivot bail.

SPECIFICATIONS

Height 13½ inches. Light 4 c. power: wick ⅝ inch; burns 30 hours; globe Dietz "Fitzall Loc-Nob"; burner No. 411 (Winglock). Finish bright tin.

No.	Globes	Wt. per doz	Per doz.
Monarch	Clear	38 lbs.	$31.70
Monarch	Ruby	38 lbs.	35.10

One dozen in a carton.

STREAMLINE "LITTLE WIZARD"

Cold Blast — Balanced Draft

All drawn parts are made from cold rolled steel, coated thoroughly with grade "A" charcoal tin. Thru-tube bail attachment, including automatic support for holding bail upright, when desired. Oil fount is broad and very stable.

Specifications

Height, 11½ in.; light, 6 c. power; wick, ⅝ in.; capacity, kerosene, 16 oz.; burns, 30 hours; globe, Dietz "Little Wizard Loc-Nob"; Burner, No. 201 (Winglock); finish bright tin.

SHORT GLOBE—SMALL SIZE

No.	Globes	Wt. per doz.	Per doz.
Little Wizard	Clear	30 lbs.	$33.60
Little Wizard	Ruby	30 lbs.	37.00

One dozen in a carton.

ROADSIDE TORCHES

DIETZ

FOR CONTRACTORS

Dietz No. 96 Torch is very strongly built of steel, with double seamed, leak-proof joint. Because of its spherical shape and weighted bottom the torch will right itself if knocked down or skidded from position by a passing vehicle.

Specifications

Spherical in shape with weighted bottom. Capacity, 96 fluid ozs. (3 qts.). Fuel, kerosene or light fuel oil. Burns more than 36 hours. Height, 7½ ins. Diameter, 7¾ ins. Burner, All-Weather with rain shield (licensed). Wick, round ⅞ inch. Finished in red enamel.

No.	Ship. wt. doz.	Per doz.
96	34 lbs.	$51.10

No. 87 Weighted

Dietz No. 87 Torch is made of steel, with double seamed joint that is absolutely leak proof. It is fitted with carrying ring. The bottom is weighted.

Specifications

Shape, Spherical, with weighted bottom. Capacity, 87 fluid ozs., (2.7 qts.). Fuel, kerosene or light fuel oil. Burns more than 24 hours. Height 7½ ins. Diameter, 8 ins. Burner, No. 87, with fixed rain shield (licensed). Wick, round, ⅞ in. Finished in red enamel.

No.	Ship. wt. doz	Per doz.
87	78 lbs.	$42.80

Packed three in a carton.

EXTRA WICKS

Cotton wick ⅞ in. round to fit Nos. 96 and 87 Dietz Torches.

No.		Per doz.
7	Torch Wicks	$3.30

Packed 25 dozen to a case.

ACME INSPECTORS'

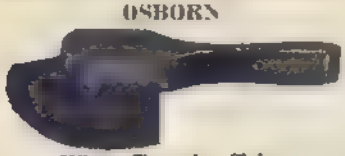
Dietz. For railroad car inspectors, etc. No. 551 steel wing lock burner, ⅝ inch wick, No. 0 globe. Bright tin finish. 20-candle power. Fount capacity, 20 hours. Silver reflector, 5 inches.

No.	Height	Wt. per Doz.	Per doz.
Acme Inspectors	15½ in.	78 lbs.	$83.00

One-half dozen in a carton

MILK CAN BRUSHES

OSBORN



White Tampico Trim

Solid block, staple set, oval Trim, heavily filled

Per dozen

No. 413—Brush 5x9[illegible] in., 2¼ in trim; 10 in. over all, wt per dozen 8[illegible] lbs. . . . . $

Palmyra Fibre

Solid block, staple set, oval trim, heavily filled

Per dozen

No. 431—Block 5x9½ in 2¼ in trim; 10 in. over all wt per dozen 7½ lbs. . . . $

OSBORN

Stiff bass fibre. Solid block, staple set, flaring wings.

Per dozen

No. 09—Brush face 5x10 in body 1⅛ in., wings 2 in wt per dozen 8½ lbs. . . . . $. . .

SCRUBBING BRUSHES

OSBORN

White tampico fibre, pointed ends, flat face, grooved sides.

Per dozen

No. 748—Block 9 in. long, 1⅛ in trim; wt. per dozen 6 lbs. $ . . .

OSBORN

White tampico fibre square ends.

Per dozen

No. 652—Block 2¾x8 in., 1⅛ in. trim; wt. per dozen 7½ lbs. $ . . .

DECK SCRUBBING BRUSHES

OSBORN

Palmetto fibre, solid block. Does not include handle

Per dozen

No. 397—Block 9[illegible]x2⅞ [illegible] in. trim; wt. per doz. 16¼ lbs. $

OSBORN

Palmyra fibre, solid block, staple set, two tapered staff holes. Without handle.

Per dozen

No. 420—Block 10x2[illegible] in., 2 in. trim; wt. per doz. 13½ lbs. $. . . . .

All above, one dozen in a box.

WIRE SCRATCH BRUSHES

OSBORN

Curved handle, solid block, steel wire

Per dozen

No. 1777—3x19 rows; brush 6 in. long; 1⅜ in. trim; 13[illegible] in. over all; wt. per dozen 5 lbs. . . . $.

One dozen in a box

OSBORN

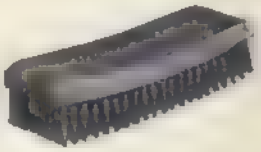
Shoe handle, solid block, steel wire

Per dozen

No. 1781—4x16 rows, brush 5¼ in long 1⅜ in. trim, 10 in. over all wt. per dozen 4½ lbs. . $

One dozen in a box.

OSBORN



Curved back, wide face, solid block, steel wire

Per dozen

No. 1779—9x21 rows block 7¼x2⅞ in.; 1⅜ in. trim, wt per dozen 10 lbs. . . . . $.

One dozen in a box

OSBORN

Steel wire, straight back, solid block

Per dozen

No. 1780—6x19 rows; block 7¼x2¼ in.; 1[illegible] in. trim; wt. per dozen 8 lbs . . . $.

One dozen in a box

OSBORN

Butcher Block

First quality tempered flat steel wire. Solid block.

Per dozen

No. 106—5x10 rows; block 7¾x2¾ in., 1½ in. trim; wt. per dozen 11½ lbs. . . . . $

One dozen in a box.

LANTERNS

"LITTLE WIZARD," COLD BLAST

Terne coated steel, finished in gray enamel. Broad non-tip base, improved top, all parts are curved to spill off wind and rain. Low fuel consumption with undiminished light

Per dozen

Little Wizard — Height 11½ in., burns 30 hours with one filling; wt. per dozen 24 lbs. . . $

One dozen in a case

"D-LITE," COLD BLAST

Terne coated steel, finished in gray enamel. Broad non-tip base, improved top, all parts are curved to spill off wind and rain. Low fuel consumption with undiminished light.

Per dozen

No. 2—Height 17¼ in burns 45 hours on one filling; wt per dozen 26 lbs $

One-half dozen in a case

HIGHWAY FLARE TORCHES

DIETZ

Made of 20 ga. steel with double seamed joints that are leak proof. Burners are of 13 gauge steel, fitted with threaded collar. Weighted bottom will quickly right the torch when tipped. Torch will stand rough usage. Burn kerosene or No. 1 fuel oil.

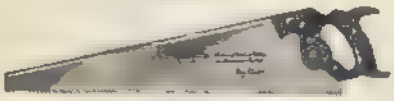
Gray finish.

Per dozen

No. 87—Cap. 3 qts., height 6½ in., diameter 8 in., burns 30 hours on one filling; wt. per dozen 17 lbs. . . . . $. . .

One-fourth dozen in a case

HAND SAWS
DISSTON



No. D23—Lightweight, Straight Back

Disston steel blade, hardened and tempered, highly polished; striped back; true-taper ground; thin back; weatherproof finish, carved applewood handle; five brass screws.

1½ in. wide at point, 6½ in. wide at butt.

	Cross Cut	Rip
Length, in.	26	26
Points to inch	8, 10, 11	5½
Wt. dozen, lbs.	22	22
Per dozen	$.....	.

One-third dozen in a box.

No. D8—Medium Weight, Skew Back

Disston steel blade, hardened and tempered, highly polished; taper-ground thin back; weatherproof finish; comfortable grip applewood handle; 5 brass screws.

2⅛ in. wide at point, 6⅝ in. wide at butt.

	Cross Cut	Rip
Length, in.	26	26
Points to inch	8, 10, 11	5½
Wt. dozen, lbs.	23	23
Per dozen	$...	....

One-third dozen in a box.

No. D7—Lightweight, Straight Back

Disston steel blade, hardened and tempered, polished; thin back; true-taper ground; weather-proof finish comfortable grip beechwood handle; brass screws.

1½ in. wide at point, 6⅝ in. wide at butt.

	Cross Cut	Rip
Length, in.	26	26
Points to inch	8, 10	5½
Wt. dozen, lbs.	22	22
Per dozen	$.....	....

One-third dozen in a box.

KEYSTONE CHALLENGER

No. K6—Regular, Skew Back

Extra highly polished steel blade, hardened and tempered, thin in back, taper ground, teeth bevel filed. Full, carved light brown colored hardwood handle, weatherproof finish. Five nickel plated screws, one a medallion.

2 in. wide at point, 7 in. wide at butt.

	Cross Cut
Length, in.	26
Points to inch	8
Wt. dozen, lbs.	23
Per dozen	$.

One-third dozen in a box.

HAND SAWS
KEYSTONE AIR MASTER

No. K4—Lightweight, Straight Back

Special steel, well made. Nicely finished, thin back, bevel filed teeth; gun metal color; weatherproof finish, full carved handle; four nickel plated screws.

1¾ in. wide at point, 6½ in. wide at butt.

	Cross Cut
Length blade, in.	26
Points to inch	8
Wt. dozen, lbs	21
Per dozen	$ . . .

One-third dozen in a box.

KEYSTONE SPEEDSTER

No. K2—Lightweight, Skew Back

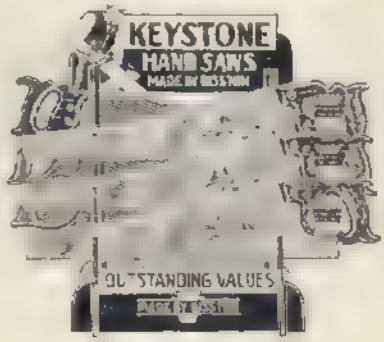
Special steel blade with striped back, cherry stained carved hardwood handle, weatherproof finish, four nickel plated screws.

1⅞ in. wide at point; 6½ in. at butt.

	Cross Cut
Length, in.	26
Points to inch	8
Wt. dozen, lbs	20
Per dozen	$...

One-half dozen in a box.

KEYSTONE ASSORTMENT



With Display Stand

A substantial black lacquer finished wood stand with slotted legs holds three 26 in. hand saws on one side and three on the other. Each saw carries a Keystone shaped price tag and a brief sales talk regarding the saw. Attractive yellow and black display card [illegible] at the top and two display cards [illegible] bottom, one on each side, lock the stand together.

Per assortment

No. K6 Assortment Display stand with 12 saws, one K-1 Leader, 26 in., 8 pt., one K-2 Speedster, 26 in., 8 pt., four K-3 Pacemaker, 26 in., 8 pt., two K-3 Pacemaker, 26 in., 9 pt., one K-4 Air Master, 26 in., 8 pt.; one K-5 Defender 26 in., 8 pt.; one K-6½ Challenger 26 in., 8 pt. and one K-6½ Challenger, 26 in., 9 pt.; wt. per assortment 23 lbs. ..... $

Not available now

One assortment in a box

MITRE BOX SAWS
ATKINS

No. 1—Blued Spring Steel Back

Silver steel blade, hardened and tempered, polished and etched, beechwood handle, lacquered and polished, two nickel plated screws and a medallion. Will fit all standard mitre boxes, flat ground, extra heavy back, clamped tight to hold the blade rigid. 11 points to the inch. Blade 4 inches under back. Filed and set.

Length blade, in.	26	28	30
Gauge	20	19	19
Wt. dozen lbs	43	44	47
Per dozen	$....	...	...

One-third dozen in a box.

BACK SAWS
SHEFFIELD

No. 3—Blued Steel Back

Special steel blade, hardened and tempered, filed and set. Beechwood handle, lacquered and polished; three screws.

Length blade, in.	10	12
Under back, in.	2½	2⅞
Points to inch	14	14
Wt. doz., lbs.	13	17
Per dozen	$.....	.....

One-third dozen in a box.

NESTS OF SAWS
ATKINS

With Interchangeable Blades

Silver steel blade, tempered and ground, beechwood handle lacquered and polished, nickel plated wing nut and screw for tightening blade. For electricians, plumbers and carpenters use.

Per dozen nests

No. 4 Nest—With 10 in. keyhole blade, 16 in. compass saw blade and 14 in. metal cutting blade and handle; wt. per dozen sets 10¾ lbs. ..... $.

One-quarter dozen nests in a box.

Extra Parts

Per dozen

No. 4/10—10 in. keyhole blade, 10 points to the inch; wt. per dozen ¾ lb. ..... $

No. 4/14—14 in. nail blade, 13 points to the inch; wt. per dozen 2 lbs. .....

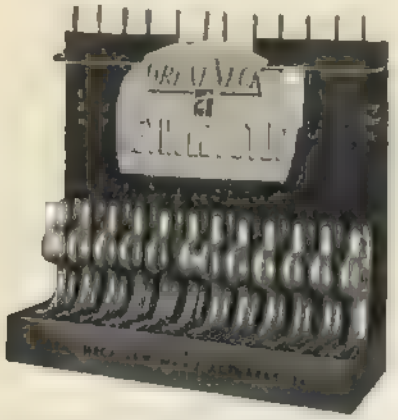
No. 4/16—16 in. compass blade, 8 points to the inch; wt. per dozen 3 lbs. .....

No. 4/H—Handle, complete with screw and wing nut; wt. per dozen 3 lbs. .....

Open stock

KEYHOLE SAWS

GREAT NECK KUT-UP



Standard tungsten steel blade, teeth scientifically hardened and tempered will bend without breaking, will cut metal, wood, plastics, etc., 18 to 24 points to the inch

Zinc casting handle, attractively finished comfortable pistol grip made to fit the hand, blades easy to interchange

Blades on handle will fit average keyhole saws

Per display

No. 60—Blade 7¾ in. long, one dozen mounted on a display, wt. per display 3¼ lbs. ..... $. .

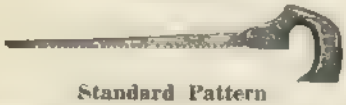
Eight displays in a carton.

Per dozen

No. 77—Extra 7¾ in. blades, wt. per dozen ½ lb. .....$.... .

Three dozen in a box

ATKINS



Standard Pattern

Special steel, 19 gauge, flat ground, 10 points per inch, filed and set. Plain beechwood handle, fully lacquered. Two wood screws.

Per dozen

No. 5—Blade 10 in. long, wt. per dozen 4 lbs. .....$....

No. 5B—Extra Blades, 10 in. long . .....

One-half dozen in a box.

Utility Grip Pattern

Silver steel, ground 18x19 gauge 10 points per inch, filed and set. Beechwood handle fully lacquered and polished Nickel plated saw screw and medallion

Per dozen

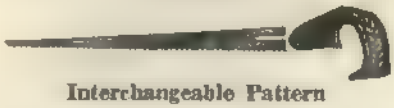
No. 39—Blade 10 in. long, wt. per dozen 4½ lbs. .....$....

No. 39B—Extra Blades, 10 in. long ....

One-half dozen in a box.

COMPASS SAWS

ATKINS



Interchangeable Pattern

Atkins silver steel blade, hardened and tempered, 17 gauge at tooth edge, 18 gauge at back, full polished, slotted end, 8 points to the inch. Filed and set ready for use Beechwood handle, carved on grip, lacquered and polished, nickel plated wing nut and screw.

Per dozen

No. 10—Blade 12 in. long, wt. per dozen 6 lbs. ..... $ ....

No. 10B—Extra Blades, 12 in. long ....

One-half dozen in a box.

Standard Pattern

Special steel, 18 gauge, flat ground, 8 points per inch, lacquered beechwood handle, two screws, filed and set.

Per dozen

No. 8—Blade 12 in. long; wt. per dozen 6 lbs. .... $.....

No. 8B—Extra Blades, 12 in. long . ...

One-half dozen in a box

Utility Grip Pattern

Silver steel blade 17x18 gauge, hardened, tempered and polished; slotted end for changing blade, 8 points per inch, filed and set, plastic handle, one nickel plated wing nut and screw.

Per dozen

No. 37—Blade 12 in. long; wt. per dozen 6 lbs. .....$.....

No. 37B—Extra Blades, 12 in. long .....

One-half dozen in a box

OUR POLICY

To furnish a high class distributing service for merchandise of known quality and to preserve our reputation as a house of reliable dealing.

PRUNING SAWS

ATKINS

Folding Pattern

Silver steel blade, uniform temper, peg teeth, back pitched high quality, fully lacquered beechwood handle, nickel plated wing nut and rivet.

Folding handle enables the user to cover the hook back peg tooth edge of the saw for carrying in the pocket.

Per dozen

No. 18—12 in. blade, ½ in. wide at point, 1⅞ in. wide at butt; 8 points; wt. per dozen 8 lbs. ..$.. .

One-half dozen in a box.

California Pattern

Silver steel curved blade, tempered, ground and polished, reverse rip teeth to cut on pull stroke. Very narrow blade, tapers from point to butt. Handsomely lacquered beechwood handle, two nickel plated screws.

Per dozen

No. 20—14 in. blade, ¾ in. wide at point, 1½ in. wide at butt, 7 points per inch; wt. per dozen 7 lbs. ... .$.....

One-half dozen in a box.

ATKINS SHEFFIELD

Duplex Pattern

Special steel blade, hardened and tempered; toothed on one edge with lightning teeth for coarse work and fine teeth on other edge; beechwood handle, three nickel plated screws.

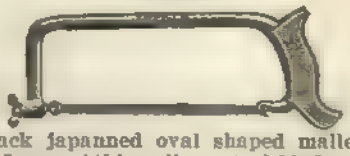
Per dozen

No. 2—18 in. blade, ¾ in. wide at point, 2¾ in. wide at butt; wt. per dozen 11 lbs. . .....$. ...

One third dozen in a box.

DEHORNING SAWS

ATKINS



Black japanned oval shaped malleable iron frame. Atkins silver steel blade; loop in frame and on bolt of wing nut blade tightener holds pinned blade; lacquered applewood handle; 2 nickel plated screws.

Per dozen

No. 3—9½ in. blade, ¼ in. wide, 12 points to the inch; wt. per dozen 6 lbs ....$ ...

No. 3B—Extra Blades ....

One-half dozen in a box.

"WHAT DO THEY WANT TO STUFF MY BABY FOR?"

growled ELMER the bull

"No, no dear, said ELSIE the cow, hastily. They aren't thinking of stuffing little BEAUREGARD. It's to be a doll, a toy, a plaything for millions of little boys and girls everywhere. A cuddly BEAUREGARD doll with cute little ears and nose and his color all over to blend with his baby brown eyes.

"Don't you let them make him stuffy," roared ELMER. "My baby is born to a tradition, his father's tradition, from a long line of fine bull craftsmen, that's what we were—"

"Know how, that's what I want," bellowed ELMER. "I want to see if those people know how to make my baby look like me. That, woman, will give him sales appeal the like of which you have never—Yes, dear, *sales* appeal, I said. *SALES!* Ask them how soon they'll be in production.

See the Complete 1948 line of

KNICKERBOCKER STUFFED TOYS

Including "Sleepy Heads" Miniatures, and other novelties

AT OUR NEW AND LARGER SHOWROOMS

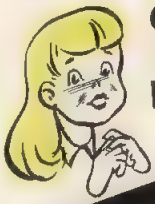
ROOMS 302-304 — 1107 BROADWAY

Corner 24th St., New York City

KNICKERBOCKER TOY COMPANY, Inc.

America's Premier Line of Stuffed Toys

1107 BROADWAY ***Note the New Address*** **NEW YORK 10, N. Y.**



O-o-o-o-h! Mommy! I want a...

Stitch Mistress

TRADE MARK REG. U. S. PAT. OFF.

THE TOY THAT REALLY SEWS! ..and SELLS!

Here's the ideal gift for every girl . . . the toy that combines education with fun. Easy to carry and ready to use, this precision built machine has no clamps or screws to mar furniture. Rubber suction cups hold it securely in place.

- **PRACTICAL:** An educational toy that will have the endorsement of every parent. Combines fun with learning
- **APPEAL** Appeals to big and little girls of all ages
- **PERFECT GIFT:** A year 'round selling item that never loses its popularity. Ideal for birthdays, Easter, Christmas and every occasion.
- **PRECISION BUILT:** Every part made with the same care that goes into larger machines. Guaranteed mechanically perfect
- **PRICED RIGHT:** Retails at $6.95! Within the reach of every parent who is looking for a toy that is more than just a plaything

Carrying a consumer's 90-day guarantee and priced to fit every pocketbook, the new '48 model of the Stitch Mistress retails at just $6.95. Standard terms and trade discounts. Freight allowance east of Rockies. Advertising allowance on quantity purchases. Sales aids furnished. Get your share of profits on this fast selling item. Order today!

DOANE SALES CORP.
FACTORY AND OFFICE: 220 EAST PACIFIC COAST HIGHWAY
LONG BEACH 6, CALIFORNIA

JOE PALOOKA
AND ALL HIS FRIENDS WILL BE AT THE 1948 SPORTING GOODS SHOW!
THE NEW YORKER
TH' DODGER CORP. HAS YOUR WHOLE LINE OF SPORTIN' EQUIPMENT ON DISPLAY.
I'M ALL EXCITED. I CAN'T WAIT FAST ENOUGH TO SEE IT.
TH' WHOLE WORLD'S TALKIN' ABOUT YER PUNCHIN' BAG STAND!
AN' WE'LL SEE HIS BASEBALL STUFF TOO, HUHH?
HAM FISHER
Dodger SPORTING GOODS CORP.
535 BROADWAY, NEW YORK CITY
SALES OFFICE — 200 FIFTH AVENUE
NATIONAL SPORTING GOODS CONVENTION
February 1st to February 6th • Hotel New Yorker, New York City • Room 915

TOY NEWS AND NEW TOYS

Model Adams Grader

NEW DOEPKE SCALE MODEL

This 2 ft.—10 lb. authorized reproduction of Adams Diesel Motor Grader is the latest of the small scale replicas of heavy construction equipment put out by the Chas. William Doepke Mfg. Co. Doepke's Model Road Grader is made entirely of electrically welded heavy gauge steel with jointed front axle, 6 Goodyear rubber tires on tandem wheels and a scraper blade that turns in a 90° arc, adjustable both vertically and horizontally. The color of the toy is the same as the original Adams machine—brilliant red orange. The Model Road Grader is being sold throughout the country as are the Model Bucket Loader, Dump Truck, and Concrete Mixer

Holding the Seal of Approval issued by *Parents Magazine*, these Model Toys are on display in Room 559 and 553, 200 Fifth Avenue, New York City. Address of manufacturer—Chas. William Doepke Mfg Co., Rossmoyne, Ohio.

This pin-up board by Link Manufacturing Company has many useful purposes for adults and juveniles.

FOR JUNIOR ATHLETES

This toy will pick itself up, regardless of how it is used. Made of heat-sealed Vinylite plastic sheeting, this new Comeback, Jr., is devised by Marty Gilman, famed designer of football practice equipment for leading college and professional grid teams, to promote Junior's physical condition and to cultivate his interest in football, boxing and swimming. Weighing less than ten pounds, the toy is inflated and deflated like a tire tube and stands two feet high. The toy can be used as a football practice device as well as a punching bag. The toy can also be ridden in the water. Made of Vinylite plastic by Marty Gilman, Inc., Gilman, Conn., Comeback, Jr., is available at leading department, sporting goods and toy stores at the approximate retail price of $18.00.

REAL-O HORSE

Quel Products, Inc., Cleveland, Ohio, announces the introduction of the Real O Horse. Here's a horse that will give the youngsters imagination, the ride of a lifetime. In a neighborhood where these toys were tested for child acceptance it proved popular. Boys and girls from four years to eight years showed enthusiasm that brought the parents out to see where they might be purchased. The Real-O Horse slips over the child's body and is suspended by a harness allowing the rider to grasp the reins just as you do on a real horse. It is a western horse in strong brown, black and white colors. The Real-O Horse is priced to retail at approximately $2.50. The horse is made of 200 lb. test, specially treated corrugated board, exceptionally sturdy, yet weighs only 25 ounces. Over all size of body is 26"x14"x6" when assembled. Shipped flat, it is designed for quick and easy assembly. On the inside of shipping carton there are attractive western cutouts. six-shooter, holster, gauntlets, desperado signs, etc.

Real-O Horse by Quel

NEW PIN UP BOARDS

The Pin Up craze amongst the high school and college crowd is being catered to with a new line of Pin Up boards. The 24"x32" and 24"x24" boards, which will retail for $2.00 and $1.75, respectively, will accommodate pennants, pictures and other souvenirs and are also excellent for children's drawings. Two smaller sizes, 12"x16" and 16"x24", priced at 75c and $1.00 retail, are popular for home memos. Boards are smoothly surfaced, take thumb tacks very well, and with red borders are all ready to hang. All sizes are available in individual shipping corrugated cartons or packed six in carton. Manufactured by Link Manufacturing and Sales, Pamlynn Rd., R.D. 3, Stamford, Conn.

Comeback, Jr., has been designed by Marty Gilman, Inc. for the junior athlete; whether he is a paper-weight boxer or backyard quarterback.

FEATURE-PROMOTE-SELL *Mass Toys* for SPRING and EASTER

An Industry-Wide Promotion Endorsed by "Toy Manufacturers of the U.S.A., Inc."

BEISTLE'S BUNNY DECORATION

Size 25" x 37"

CREATES EASTER ATMOSPHERE

Colorful — Attractive — Economical

ALSO

Big Assortment of NOVELTIES
EASTER BASKETS

Write for Catalog

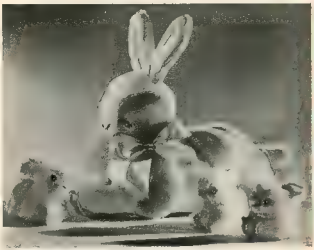
THE BEISTLE COMPANY

200 Fifth Ave.
New York

Dept. EP

Shippensburg
Penna.

"BUNNZY" THE HARE-RAISING FAMILY



Bunnie's tummy unzips and lo! . . . . . 3 of the cuddliest plush bunnies in contrasting pastel colors parade out! 16" of pink and white plush and a blue ribbon bow.

A Brand New Line of Easter Toys Is Now Ready

Write for details

COMMONWEALTH TOY & NOVELTY CO., INC.

32 West 18th Street CHelsea 2-4070 New York 11, N. Y.

NEWEST ADDITIONS TO THE "DECO" Line

DE LUXE

JUNIOR CHEST

- Size 13½" x 28" x 11"
- Kiln-Dried Hardwoods
- Red, Green & Black Silk-Screened Pictures
- Individually Boxed

DE LUXE

METAL BOTTOM SAND BOX

- Size 34" x 45½"
- All Hardwood
- Red & Green Enamel
- Individually Boxed

- BLACKBOARDS
- PLAY YARDS
- CORK FACE BULLETIN BOARDS
- DRAWING BOARDS

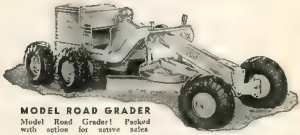
DARTBOARD EQUIPMENT CO.

2000 NO. 10TH ST., PHILA. 22, PA.

Send For Descriptive Folder

THE *Model* LINE

. . . FOR YEAR 'ROUND SALES



MODEL ROAD GRADER

Model Road Grader! Packed with action for active sales

A two-foot, ten-pound authorized reproduction of Adams Diesel Motor Grader. Heavy gauge steel, electrically welded, jointed axle, real steering wheel. Scraper blade adjusts horizontally or vertically. Six Goodyear rubber tires on tandem wheels.

Companion to Model Earth Hauler, Model Bucket Loader, Model Concrete Mixer

MAKE YOUR QUALITY LINE . . .

TESTED AND COMMENDED BY PARENTS' MAGAZINE COMMUNITY SERVICE BUREAU

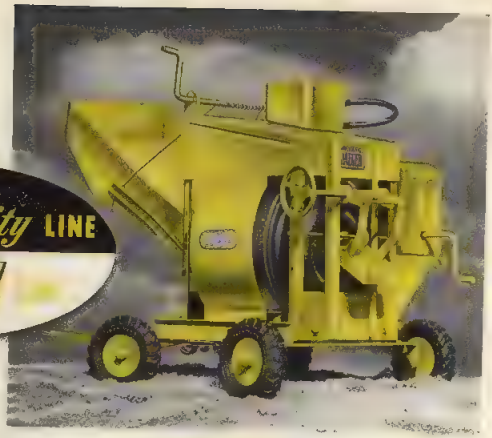
Model TOYS

The Charles William Doepke Mfg. Co. • Rossmoyne, Ohio

Model CONCRETE MIXER

Authorized Model Reproduction of the Jaeger Concrete Mixer. All steel; Goodyear rubber tires. Length 15"; weight, 7 lbs.

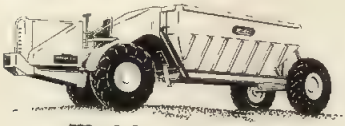
Realism is the keynote of *Model* Toys . . . and the *Model* Concrete Mixer is *built* for realism! It catches and holds the imagination of any child.



MAKE YOUR *Quality* LINE *Model*

Model BUCKET LOADER

Reproduction of Barber Greene Bucket Loader. All steel, caterpillar tread, chain drive. Overall height, 18", weight, 9 lbs., 13 oz.



Model EARTH HAULER

Reproduction of Wooldridge Heavy Duty Earth Hauler. All steel, Goodyear rubber tires. Overall length, 25"; weight, 10 lbs., 2 oz. Brilliant yellow color. Special trip-lever dump mechanism.

THE *New*

Model ROAD GRADER

Reproduction of Adams Diesel Motor Grader. All steel; Goodyear rubber tires. Adjustable wheels and scraper blade. Overall length, 26"; weight, 10 lbs., 2 oz.

THE *Model* CONCRETE MIXER

It's *realism in miniature*—the kind modern kids demand . . . actually loads, mixes, and pours concrete!

It's an *action* toy—built for fun in summer or winter . . . the kind of fun that "comes indoors" on rainy days!

It's the perfect play companion for the other *Model* numbers . . . for double and triple-header sales!

It's a *must* for your quality line . . . for your *Model* line!

Model Toys sell and satisfy because of their quality! Built as ruggedly as the heavy construction equipment from which they're scaled, each *Model* Toy is made of heavy-gauge steel firmly welded. They defy prying fingers, nicks, dents, and scratches—and last year after year!

REMEMBER, THE NEW, INCREASED TRADE DISCOUNTS BUILD YOUR PROFITS ON ALL THESE FAST-MOVING *Model* TOYS!

Ad Mats and Electros of all *Model* Toys available.

Model TOYS

TESTED AND COMMENDED by PARENTS' MAGAZINE

THE CHARLES WILLIAM DOEPKE MFG. CO., INC. **ROSSMOYNE, OHIO**

Order NOW for early delivery from these Model Toys Sales Representatives:

EAST
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Mr. Hugh D. Kenney
1443 Merchandise Mart
Chicago, Illinois

SOUTH
Mr. William A. Yarborough
Atlanta Toy Mart
1022 Juniper Street, N. E.
Atlanta, Georgia

SOUTHWEST
Forrest & Thigpen
6002 Worth Street
Dallas, Texas

WEST
Mr. Ken Roberts
Western Merchandise Mart
1355 Market Street
San Francisco 3, California

SHOOT FOR GREATER PROFITS

WITH NATIONALLY KNOWN STEVENS CAP GUNS

A "NATURAL" for PROFITS

The SHERIFF has a spring thumb-latch like the famous Peacemaker, and met with instant success upon its introduction a few weeks ago. Individually boxed and packed 4 dozen to a case.

$8.00 DOZEN

The NEW SHERIFF

A beauty with a Jeweled handle! Newly designed plastic grips with ruby red jewel inset. No boy can resist its appeal!

Famous PEACEMAKER

Western type repeater with a long, plated barrel and embossed synthetic pearl handle. Spring thumb-latch permits realistic "break" action for easy loading. Boxed individually, 3 doz to a case $7.20 per dozen.

BANGO

This repeater is a steady profit builder with a medium length barrel and embossed plastic butt plates. Break action loading in true Western style. Boxed individually, 6 dozen to a case. $6.00 per dozen.

.25 JR. *Automatic*

The small repeater illustrated below has broken all sales records! Swiveling butt plate permits easy loading. Boxed individually, packed 6 dozen to a case $4.00 per dozen.

SPITFIRE *Automatic*

A beautiful repeater easily loaded. Two color tente grips embossed with dashing planes Boxed individually, packed 6 dozen in a case. $5.40 per dozen.

HERO *Single-shot*

A low-priced gun with red tente handles. Repeater action trigger Packed 1 dozen, 12 dozen to a case. $2.75 per dozen.

ECHO ONE-SHOT

A small gun to retail for 25c. Packed 10 dozen in a case $2.00 per dozen.

Roll Caps, 60 boxes per carton, 12 cartons per case of 5 gross, $1.60 per carton

SPARKLERS! **No. 8** Packed 8 to a box 1 doz boxes in carton. Gross $4.80
No. 10 Packed 10 to a box 1 doz boxes in carton. Gross $9.60

10% DISCOUNT ON ALL ORDERS ACCOMPANIED BY CHECKS. Offer subject to withdrawal without notice.

BALLOONS! *3 New Sensational Values!*

No. 20

The greatest balloon value ever offered! Imagine a huge No 20 at this price. Easy to blow up, too.

$3.00 per gross

No. 8

The balloon you have been waiting for! Can't be matched for value Balloon samples on request.

$1.00 per gross

No. 10

The balloon that has everything—SIZE! PRICE! A terrific seller you can safely stock heavily.

$1.30 per gross

ALL PRICES F.O.B CHICAGO

THRIFTY MERCHANDISERS

Fastest Growing Toy House in the Mid-West

CHICAGO 7, ILL. **1301 S. UNION AVE.**

In all of dolldom
the most sensational news is
the magic-voice, rubber-skin dolly

"BABY COOS"

Pressure applied to legs or body produces babylike cries which you can control

And if you nod her head, or press her arms against her body, she answers with a coo

- She coos if you cuddle her!
- She sobs if you paddle her!
- She complains if you pinch her!
- And she wakes and sleeps!

$6.79 14-inch

Surely you've heard about BABY COOS—newspapers and magazines all over the country have shouted her story; and BABY COOS herself has cried and cooed on the radio and over television! She looks, feels and even makes sounds like a real, live baby—and, what's more exciting and realistic, you can control the volume and pitch of her voice! The way she responds depends on the way you treat her. Caress her gently, and she'll coo affectionately. Pinch her, and she'll give a plaintive sob. And if you squeeze her roughly she'll scream to let you know it hurts!

BABY COOS inspires a world of motherly tenderness and care. Her smooth Magic Skin rubber body is stuffed with soft foam rubber—she's warm and snuggly and almost human to the touch. Like any infant, she has to be bathed, powdered and dressed. Her head is practically unbreakable plastic; the eager, happy expression on her face is irresistible. BABY COOS wakes and sleeps, just as you'd expect. Her lucite eyes have a bright sparkle, and her lashes are wonderfully long and silky.

BABY COOS wears a rib-knit cotton shirt and panty. She comes with a complete outfit: a sheer, prettily trimmed organdy dress and bonnet, cotton slip, rayon socks and imitation leather shoes. And she even has a miniature plastic tea set!

49 N 2873—14-inch size. Shipping weight 2 pounds..... $6.79
49 N 2874—16-inch size. Shipping weight 2 lbs. 4 oz..... 8.79
49 N 2875—18-inch size. Shipping weight 3 pounds..... 10.69
49 N 2876—20-inch size. Shipping weight 4 lbs. 6 oz..... 12.69
79 N 02877—22-inch size. Big as an average size 4-months-old baby! Could wear real infants' clothes! Shpg. wt. 6 lbs.....$15.69

SHE DRINKS!
Feed her from her own bottle

SHE WETS!
Change her diaper; bathe, powder her

SHE SLEEPS!
Sparkling eyes have real lashes

Drinking-Wetting and Rubber Skin Dolls

"Pretty eyes that close up tight
When she goes to bed at night"

HAPPI-TIME

Now! HAPPI-TIME Drinking-wetting Baby with pretty layette and carrying case

$6.79 11½-in.

- Flesh like body with chubby, jointed arms and legs of washable molded
- Practically unbreakable plastic head turns; almost human features; sleep
- Canvas-effect fiber board case has 2 snap locks, handle, (smallest case has 1 s

Now this beloved doll comes with her own layette in a handsome carrying case . . . so convenient to take along when your little girl goes visiting (for once she owns this sweet baby, she'll not want to part with her for *any* length of time!) At home, case will be used for storing dolly's belongings.

And what fun it'll be to care for this baby! Drinks and wets, just like a real one, and diapers have to be changed . . . can be bathed, powdered, dressed and undressed. She brings her own nursing bottle.

Wears diaper and knit shirt. Layette consists o sheer cotton dress, bonnet, slip, 2 diapers, ra imitation leather shoes, 4 safety pins, 3 powd clothes pins, plastic plate and spoon. Choose th gift set for your little girl!

49N 2856—Doll about 11½ inches with layette in ca
Shipping wt. 3 lbs. . . . . Complete
49 N 2857—Doll about 13½ inches with layette in ca
Shipping wt. 4 lbs. . . . . Complete
49 N 2858—Doll about 15 inches with layette in ca
Shipping wt. 5 lbs. . . . . Complete

Why not give her a doll buggy too? Choose from our fine selection . . . see index For Easy Terms see

Heads molded with finest details of durable plastic; note lifelike ears

Sparkling eyes with real lashes go to sleep when you lay her down

Petal-soft skin of pliable rubber . feels and wrinkles like real skin

Dolls can be sponged off with soap and water, powdered Arms and legs are jointed

New HAPPI-TIME Rubber Skin Dolls at Sears money-saving prices

All are beautifully dressed . . . have lifelike plastic heads

Now these beloved dolls, with all the fine features described above, are charmingly dressed—better and best dolls also have fine quality mohair wigs—to endear them all the more to a little mother's heart. (All outfits come in assorted styles and colors; sorry, no choice.)

Carefully made of quality materials to last a long time . . . to withstand lots of loving care. Bodies with jointed arms and legs of soft rubber skin, stuffed with cotton. Separate fingers are so flexible that dolls can clasp their hands. Heads turn and tilt into many graceful poses.

GOOD: with simulated hair

This baby is neatly dressed from top to toe. Wears sweetly styled, sheer cotton dress with pretty trim—ruffled matching bonnet—cotton slip, diapers and cute bootees, tied with ribbons Her plastic head has molded simulated hair

$3.98 14-in.

49 N 2861 14-in. Doll. Shpg. wt 2 lbs. $3.98
49 N 2862—15-in. Doll. Wt. 2 lbs. 8 oz.. 4.98
49 N 2863 16-in. Doll. Shpg. wt. 3 lbs. 5.98

BETTER: with curly mohair wig

A lustrous, curly mohair wig frames the face of this little darling. She wears a very lovely party dress of crisp, sheer cotton, trimmed with delicate lace and embroidery matching bonnet with rayon ribbon bow—cotton slip, diaper—rayon socks and imitation leather shoes

$5.98 14-inch

49 N 2870—14-in. Doll. Shpg wt 2 lbs 2 oz... $5.98
49 N 2871 15-in. Doll. Shpg. wt. 2 lbs. 10 oz. .. 6.98
49 N 2872—16-in. Doll. Shpg wt. 3 lbs. 2 oz..... 7.98

BEST: with mohair wig, dress and coat

Dainty flowers adorn her shiny mohair wig. Her outfit is very beautiful, indeed! Wears full-cut coat of fine cotton and rayon with decorative stitching and lace-edged collar—matching bonnet lace-trimmed frock (similar to dress of 49 N 2870 at left)—slip, diaper, socks, imitation leather shoes

$7.98 14-inch

49 N 2880—14-in. Doll. Shpg wt. 2 lbs. 4 oz. $7.98
49 N 2881—15-in. Doll. Shpg. wt 2 lbs 10 oz..... 8.98
49 N 2882—16-in. Doll. Shpg. wt. 3 lbs. 4 oz..... 9.98

HAPPI-TIME Drinking-wetting Doll with her own bath and layette

$8.49 Complete Set

Imagine how delighted your little girl will be with this wonderful gift! Doll of molded rubber has lifelike head of practically indestructible plastic and go-to-sleep eyes with real lashes. Drinks from her bottle, wets her diaper, can be bathed and powdered . . . comes with everything needed for her care. *Baby Bath* has movable dressing table top; water-holding tub of coated fabric, about 5x9x13 in. long, has drain hose and 3 pockets for bath needs. Folding wood frame, 19 in. high, enameled pastel color. *Layette* consists of sheer cotton dress and bonnet, slip, 2 flannel diapers, 4 safety pins, 3 powder puffs, wash cloth, rubber sponge, real soap, 4 pins, rayon socks, dainty shoes and plastic plate and spoon tend meals. Doll about 11½ inches tall, wears diaper.
79 N 02831—Doll, bath and layette. Shpg. wt. 4 lbs.

Make their dreams come true this Christmas! It's easy to gifts by mail at Sears on Easy Terms! see page 243

This Magic Skin Baby is made for cuddling

She feels real—and her plastic head has fine features

She's perfectly adorable! Caring for her is a special pleasure, because her soft skin feels almost human to the touch. Just like a real baby, she should be sponged off and powdered, so she'll stay clean and fresh; she has to be dressed and undressed; and at bedtime she'll need to be sung to sleep. (Her lashes are noticeably thick and long when her sparkling eyes are closed.) Every part of the Magic-Skin baby—*from* tip to toe—shows quality workmanship. Her body, arms and legs have smooth rubber Magic Skin, and they're stuffed with soft cotton. Her head has molded, tinted hair and sweet babylike features—and, being plastic, it's practically unbreakable. (All sizes of the Magic Skin baby have heads which can be tilted and turned.)

$5.79 14-inch

Dolly wears knit cotton panties and shirt, and her big layette is pretty as can be. Consists of daintily trimmed organdy dress and frilly bonnet (assorted styles and colors); cotton slip, rayon socks and imitation leather shoes. Also included are three soft powder puffs, two safety pins (on cotton cloth), six wooden clothes pins and a set of tiny plastic dishes!

49 N 2833—14 in. Doll with layette. Shipping weight 2 pounds $5.79
49 N 2835—18-in. Doll with layette. Shipping weight 3 pounds $9.69
49 N 2834—16-in. Doll with layette. Shipping weight 2 lbs 4 oz..... $7.79
49 N 2836—20-in. Doll with layette. Shipping weight 3 lbs. 10 oz..... $11.59

Rubber Baby with go-to-sleep ey

She drinks from her bottle, then wets her dia

To a real mother, this infant's behavior might prove trying ... but to a little girl it's most endearing! Besides being able to drink and wet, the Honeysuckle baby is pretty to look at and pleasant to hold. Her flesh-like body, arms and legs are unbreakable rubber; can be sponged off. Her practically unbreakable plastic molded, tinted hair; and she has sparkling go-to-sleep eyes with las made with great care for a long, happy life with your little girl. Co flannel diaper and nursing bottle. For layette, see separate listing

$3

49 N 2807—11½-inch doll Shipping wt. 2 lbs... $3.29
49 N 2808—13-inch doll Shipping wt. 2 lbs. 8 oz..
49 N 2809—15-inch doll. Shipping weight 3 pounds....

Layette for Honeysuckle Baby. Sheer cotton dress and bonnet, co 2 flannel diapers, 4 safety pins, 3 powder puffs, rayon socks, leather shoes, 6 clothes pins, plastic feeding plate and spoon.

49 N 3532—For 11½-inch doll Shpg. wt. 10 oz..... $1.89
49 N 3533—For 13 inch d Shpg. wt. 10 oz.
49 N 3534—For 15-inch doll. Shpg. wt. 10 oz..

Ideal

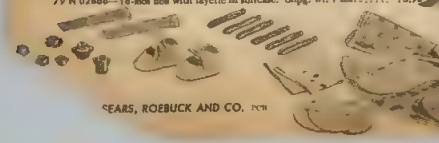
De luxe Magic Skin Baby Outfit

With complete layette in smart, sturdy suitcase

Perhaps your little girl has *dreamed* of owning a doll with a complete wardrobe . . . but to actually get this one, this Christmas, is beyond her roseat expectations. Why, she'll go into raptures when she opens the suitcase and sees the lovable doll with all her lovely clothes! The lifelike Magic Skin baby has all the features of the one above. Her layette is made of fine cotton and rayon in pastel colors or white (no choice); trimmed with lace, embroidery and ribbons. Includes: fleecy snowsuit and bonnet, sheer dress and bonnet, slip, knitted shirt and panties, housecoat, jacket, socks, imitation leather shoes, a soft blanket, 3 powder puffs, 6 wooden clothes pins, wash cloth—and a plastic doll-size tea set. Suitcase is cardboard over wood frame, canvas-effect paper covering, snap locks, handle.

$10.95 14-inch

49 N 2864—14-inch doll with layette in suitcase. Shpg. wt. 5 lbs $10.95
79 N 02865—16-inch doll with layette in suitcase. Shpg wt 6 lbs..... 12.95
79 N 02866—18-inch doll with layette in suitcase. Shpg. wt. 7 lbs..... 15.95



18-inch Snowsuit Doll

This rosy-cheeked child is prettily prepared for wintry weather in her snowsuit and hood of soft, cotton-back rayon fleece (assorted colors). Crying voice. Arms, legs and turning head of composition, glossy mohair curls, sparkling go-to-sleep eyes with real lashes. Cotton-stuffed body. Rayon socks, imitation leather shoes **$4.98**

49 N 3141—Shpg wt 2 lbs. 10 oz $4.98

15½-inch Curlyhead

Truly a precious child! Crying voice. Arms, legs and turning head are molded composition. She has bright eyes that go to sleep; real lashes, shining mohair curls. Soft cotton-stuffed body. Sheer cotton dress and beruffled bonnet (assorted colors); cotton undies, rayon socks and imitation leather shoes **$3.69**

49 N 3136—Shpg. wt. 2 lbs. $3.69

Big, beautiful 21-inch Crying Baby

If your little girl's notes to Santa have been specifying "A great big doll, please," here's just the doll you should choose. She's a full 21 inches tall—sizable enough to make a large, lovable armful for any kiddie—and amazingly low-priced, considering her extraordinary size. Her shining, go-to-sleep eyes have long, thick real lashes. Her arms, legs and turning head are molded of durable composition, and her soft body is stuffed with cotton. She cries appealingly, too. And her outfit is very complete, cute rubber panties, cotton slip, lace-trimmed sheer organdy dress and frilly bonnet (assorted styles and colors), rayon socks and imitation leather shoes. **$4.98**

49 N 3154—Shipping weight 4 pounds $4.98

Three Sweethearts with sleeping eyes

A Chubby toddler Doll. Made entirely of sturdy composition, 16½ inches tall. Sparkling sleeping eyes, real lashes. Head turns and tilts, arms and legs are jointed. Cotton dress and bonnet (asst'd colors), undies, rayon socks, imitation leather shoes. Shpg. wt. 2 lbs. 8 oz.

49 N 3329 . . $3.89

B Lifelike crying Baby has rubber skin arms and legs—they feel like a real baby's! Practically unbreakable plastic head; sparkling go-to-sleep eyes. Arms, legs and body are cotton-stuffed. Cotton frock, bonnet, slip, panties, socks, imitation leather shoes.

49 N 3125—About 15 in. tall. Shpg. wt 1 lb. 6 oz $3.19

49 N 3126—About 18 in. tall. Shpg. wt 2 lbs. 4.89

C Baby in long dress. 15-in. crying baby in a 17-in. dress and bonnet of fine cotton, lace and embroidery trimmed. Panties, slip, ribbon-tied bootees. Composition arms, legs and turning head, sleeping eyes. Cotton-stuffed body. Shpg. wt. 2 lbs. 6 oz.

49 N 3225 . . . . . $3.59

Darling Infants at low prices

Chubby Charmer with crying voice. Her lifelike molded rubber arms and legs can be sponged off! Her soft cuddly body is cotton stuffed. Composition head, sparkling sleeping eyes, long lashes. Sheer, embroidery-trimmed organdy dress and bonnet, cotton slip and pants, rayon socks, imitation leather shoes. 16 in. tall. Shpg. wt. 2 lbs. **$3.87**

49 N 3138 . . . . . $3.87

Cunning composition Baby. Just 13 inches tall, and every inch an adorable child! She has sparkling go-to-sleep eyes and thick lashes—a wonder at this low price! She's all-composition. She wears a filmy organdy dress with net petticoat attached, knitted one-piece cotton undies, bonnet and booties. Shipping weight 1 pound 8 ounces **$2.49**

49 N 3450 . . . . . $2.49

Many people make it a bigger Christmas for the children by buying on Easy Terms. See page 243

Buyers of America

HERE'S A

SAFE TOY!

Thermostic Controlled

Thermostat Breaks Circuit When Water Boils Out

NO DANGER

NO FUSS

NO MUSS

IT'S A NATURAL

FOR A BETTER BUY in a toy that pleases the whole family, don't fail to inquire about DY-MO.

Operates on 110 V AC or DC current. High tensile rolled steel boiler insures FUN without the least bit of danger.

OVERALL SIZE 4½ INCHES BY 11 INCHES

Doret Mfg. Co.

COFFEYVILLE, KAN.

Write for name of your nearest factory representative

WOODETTE TOYS

TORNADO RACER

Runs on compressed air, with safety valve to prevent over-pressurizing. Aluminum body, baked enamel finish in assorted colors. Governed lock switch control and sponge process racing type tires. Internal pump. Length, 14 inches and width, 5½ inches.

No.	Wt. each	Each
WR-3	2 lbs.	(F)$4.00

One in a box

JET FIGHTER

Heavy gauge aluminum with acetate nose, fuselage and tail and rubber wheels. Finished in assorted color combinations. Clock spring wind-up motor and precision cut gears. Shoots sparks by use of replaceable flints

No.	Wt. each	Each
JF-1	1 lb.	(F)$3.50

One in a box

WHIRLWIND HELICOPTER

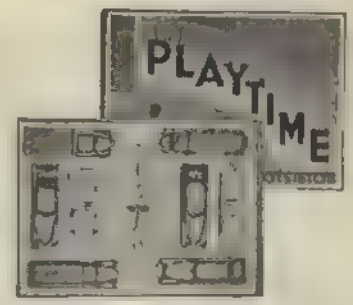
Made of steel and aluminum with acetate plastic fuselage, all rubber propeller blades, and rubber balloon tires. Finished in assorted colors. Clock spring motor. Length, 10½ inches, with 7½-inch propeller spread.

No.	Wt. each	Each
WR-6	1 lb.	(F)$2.50

One in a box

DOWST TOOTSIETOYS

PLAYTIME DELUXE



Assortment of 8 jumbo size, brilliant colored cars and trucks with 2 airplanes, all with Rol-Ezy construction and rubber wheels. Packed in lithographed gift box.

No.	Wt. per ctn.	Per doz. sets
8000	70 lbs.	$45.00

Two dozen sets in a carton

INTERCHANGEABLE TRUCK SET

Set consisting of tractor cab, with interchangeable shipping van, utility truck, and heavy machinery hauler. All with Rol-Ezy construction, rubber wheels. Packed in lithographed gift box.

No.	Wt. per ctn.	Per doz. sets
4900	23 lbs.	$21.00

Three dozen sets in a carton

MOTOR SET

Set of 7 up-to-the-minute cars and trucks, all with Rol-Ezy construction and rubber wheels. Packed in lithographed gift box.

No	Wt. per ctn.	Per doz. sets
7049	46 lbs.	$25.00

Three dozen sets in a carton

FAST FREIGHT

Freight set of 5 pieces: locomotive, tender, box car, oil tank car and caboose. Packed in colored counter display box.

No.	Wt. per ctn.	Per doz. sets
186	32 lbs.	$10.50

Six dozen sets in a carton

AUTO TRANSPORT

Set consists of double deck auto carrier hauling 4 autos ready to unload and drive away. Rol-Ezy construction, rubber wheels. Packed in colored box.

No.	Weight per ctn.	Per doz. sets
207	48 lbs.	$15.70

Six dozen sets in a carton

(F) Fair Traded

DEPT. T

KEYSTONE METAL TOYS

"RIDE 'EM" DUMP TRUCK

Two-tone color scheme. Large oversize wheels, and equipped with adjustable handle bar steering control and removable seat. Length, 26 1/6 inches, and height, 10 ½ inches.

No.	Wt. each	Each
42	16 lbs.	$15.80

One in a carton

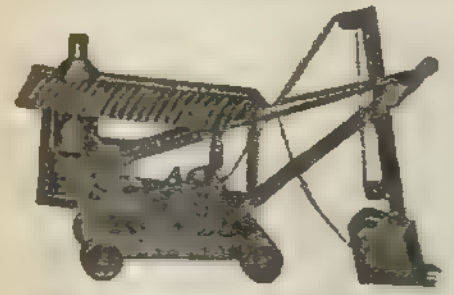
"RIDE 'EM" STEAM ROLLER

Handlebar in front for steering control, while child sits on roof. Extra heavy roller and well proportioned wheels. Loud ringing brass bell. Will hold weight up to 150 lbs

No.	Wt. each	Each
60	13 ½ lbs	$11.40

One in a carton

"RIDE 'EM" STEAM SHOVEL



Extension arm with clicking noisemaker. Handlebar for steering control. When scoop is raised, arm extends additional 8 ½ inches. Housing turns round on turntable. Equipped with automatic ratchet stop and springs. Length, 35 ½ inches arm extended, or 20 ¾ inches with arm down; height 14 ¼ inches.

No.	Wt. each	Each
47	10 lbs.	$10.00

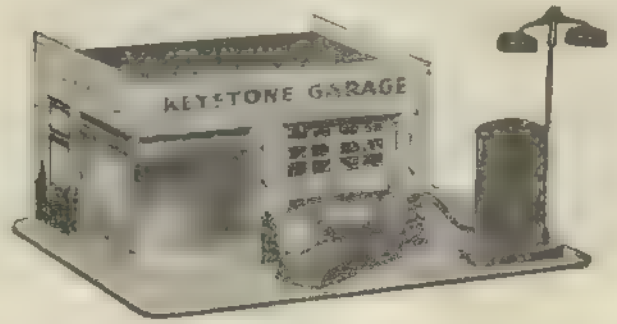
One in a carton

SERVICE STATIONS

Colored masonite and wood, 12x12 inches, with plastic working parts, and metal lubricating rack. Corner store front with transparent window and aluminum trim. Decorated door with aluminum trim, lifts from floor. Red translucent gas tank may be filled with water, with nozzled hose for flow of gas. Wash stand with working pump, spring action air hose, and lubricating rack that lifts for oil pan. Complete with car that can be filled with gas, and by raising motor hood, can drain oil. Elevator and elevator door work together, and car runs down ramp from second floor. Roof parking. Packed complete in colored illustrated box.

No.	Weight each	Each
178	7 lbs.	$7.60

One in a carton



Colored masonite and wood, 8x10 inches, with plastic working parts. Corner store front with transparent window and aluminum trim. Decorated door with aluminum trim, lifts from floor. Red translucent gas tank may be filled with water, with nozzled hose for flow of gas. Complete with car that can be filled with gas, and by raising motor hood, can drain oil. Packed complete in illustrated colored box.

No.	Weight each	Each
152	2 lbs.	$3.00

One in a box. Six in a carton

EXTRA CARS WITH "GAS TANKS"

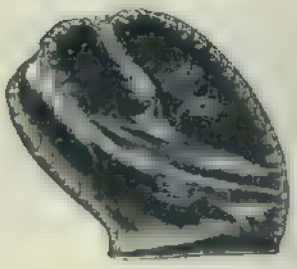
No.	Weight per doz.	Per doz.
126	1 lb.	$12.60

One dozen in a carton

BASEMEN'S MITTS

D AND M

TRAPPER MODEL



Made on the new long Professional double crotch pattern. Hand formed, hand built. Trap Action diagonal break felt pad which automatically closes the mitt when the ball hits the palm of the mitt. Palm and back made of fine quality mitt leather, full leather lined. Full roll leather binding. Rawhide lacing between thumb and palm, small finger loop. Wide, fleece lined, adjustable rawhide laced wrist protector. Inner processed palm

No.	Wt. each	Each
DB68	18 ozs.	★$14.35

One in a box

SNARE PROFESSIONAL MODEL

Features diagonal break Snare Action felt pad and new, adjustable roll leather tunnel Snare Web, leather laced to palm and thumb. Genuine cowhide palm and back, leather lined palm. Roll bound three-quarter rawhide laced edge. Adjustable, leather laced, fleece lined wrist protector. Inner processed greased palm. Stiffened thumb, small finger loop.

No.	Wt. each	Each
DB64	14 ozs.	★$11.25

One in a box

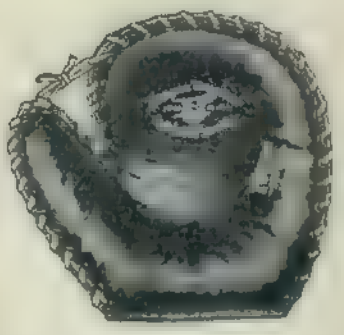
SNARE PROFESSIONAL MODEL

Full size, long, narrow Professional model. Genuine cowhide palm and back, leather lined palm. Diagonal break Snare Action felt pad. Bound edge, three-quarter rawhide laced. New roll leather tunnel Snare Web leather laced to thumb and palm. Leather laced adjustable wrist strap.

No.	Wt. each	Each
DB62	12½ ozs.	★$8.65

One in a box

YOUTH MODEL



Youth model. Genuine leather palm, back and lining. Three-quarter laced edge. Lacing between thumb and palm. Adjustable wrist strap. Well padded.

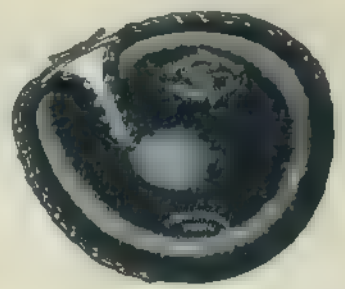
No.	Wt. each	Each
DB55	11 ozs.	★$3.95

Two in a box

CATCHER'S MITTS

PROFESSIONAL MODEL

AL LOPEZ



A full size, streamlined finger strip model. Genuine cowhide, hand formed pad, inner greased palm. Loops for little finger and thumb, leather lacing between thumb and palm. Roll bound, leather laced. Adjustable fleece lined, rawhide laced wrist protector.

No.	Wt. each	Each
DC99	25 ozs.	★$18.35

One in a box

CATCHER'S MITTS

D AND M

PHIL MASI

Large size scoop model mitt. Genuine cowhide, hand molded pad, oiled palm. Roll bound edge, leather laced. Leather lacing between thumb and palm. Fleece lined, adjustable, rawhide laced wrist strap.

No.	Wt. each	Each
DC92	26 ozs.	★$13.25

One in a box

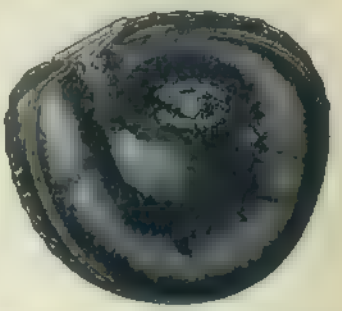
CLYDE McCULLOUGH MODEL

Medium size scoop model. Genuine cowhide, oil treated palm, form built pad. Bound leather laced edge with metal eyelets, leather lace between thumb and palm. Adjustable rawhide laced wrist strap. Deep molded ball pocket.

No.	Wt. each	Each
DC88	20 ozs.	★$9.25

One in a box

BEN WARREN MODEL



Medium-sized model with genuine oil treated cowhide palm and strip, leather back. Bound edge, leather laced, leather lacing between thumb and palm. Adjustable laced wrist strap, deep ball pocket.

No.	Wt. each	Each
DC84	19 ozs.	★$7.50

One in a box

★ Factory Suggested Resale Price

BODY PROTECTORS
D AND M

Regulation model. Extra strong khaki army duck, cross stitched and firmly stuffed with finest quality Kapok, full leather bound. Newly designed adjustable leather back strap with snap fastener, web shoulder strap.

No	Wt. each	Each
D190	2¼ lbs.	★$11.85

One in a paper bag

Regulation model. Khaki colored twill, cross stitched and firmly stuffed. Adjustable web and leather back and shoulder straps. Snap fastener.

No.	Wt. each	Each
D180	1¾ lbs.	★$8.45

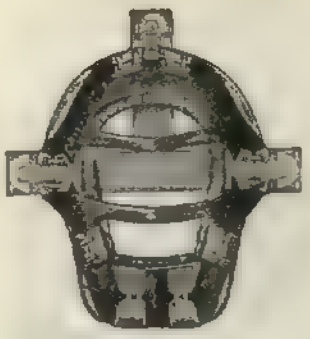
One in a paper bag

Youth's model. Khaki colored twill. Cross stitched and firmly stuffed. Adjustable web back and shoulder straps with anchor hook.

No.	Wt. each	Each
D160	1½ lbs.	★$5.35

One in a paper bag

CATCHER'S MASKS
D AND M



Professional two bar model. Perfect vision, absolute protection. One-piece lightweight magnesium frame with ⅝-inch cross bars. Laced on, well padded, face and chin cushions. Adjustable heavy elastic and leather straps.

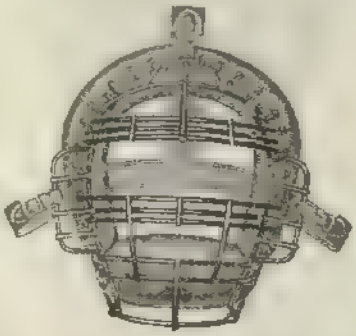
No.	Wt. each	Each
D480	1¾ lbs	★$10.75

One in a box

Open vision frame, clear vision face padding. Newly designed, lightweight, wide ear protecting frame made of dull finished, heavy steel wire with welded joints. Clear vision, deep padded, soft tanned leather face pad rolled over edge of frame, extra thick chin pad. Adjustable elastic and leather head straps.

No.	Wt. each	Each
D472	2¾ lbs.	★$10.75

One in a box



Full size, open vision frame, clear vision face padding. Full size, clear vision, soft leather face, head, and chin pads, laced to frame. Wide ear protection, black enameled heavy steel wire frame with welded joints. Adjustable elastic and web head straps.

No.	Wt. each	Each
D462	2¼ lbs.	★$8.75

One in a box

Youth's model Open vision style, black enameled wire frame with welded joints. Padded leather face, forehead, and chin cushions. Elastic and web head straps.

No.	Wt. each	Each
D452	1¾ lbs.	★$5.25

Two in a box

LEG GUARDS
D AND M

Corrugated, dome molded, white felt padded knee cap, corrugated molded fibre leg piece with inside grain leather suspension. Roll leather, white felt padded knee joint, white felt padded corrugated molded fibre instep protector, white felt padded tan leather ankle protection. Adjustable elastic straps with quick-action buckles.

No.	Wt. per pair	Per pair
D76	3¼ lbs.	★$11.95

One pair in a box

BASEBALL SHOES
D AND M

Flexible shank with sprint last. Sportan leather uppers, lock stitched construction, outside counter pockets. Professional type, steel toe and heel spikes. Sizes 7 to 10½ inclusive, E width.

No.	Wt. per pair	Per pair
DB17	2 lbs.	★$7.95

One pair in a box

★ Factory Suggested Resale Price

FIELDER'S GLOVES

D AND M

VINCE DI MAGGIO MODEL

Streamline finger natural contour model, featuring the pre-formed pocket. Finest quality heavy weight glove leather, full leather lining. Extra large, one piece leather tunnel web. Leather welted thumb and finger seams. Inner processed greased palm, hand formed, hand built, asbestos felt pad with flexible hinged heel. Roll leather bound, wide wrist strap.

No.	Wt. each	Each
DG36	18 ozs.	★$18.50

One in a box.

PETER SUDER MODEL

Medium size model with large one-piece leather tunnel web. Welted thumb and finger seams, full leather lined. Made of oil treated glove leather. New type narrow compact heel provides a deep ball pocket. Leather laced bound wrist.

No.	Wt. each	Each
DG19	14 ozs.	★$7.25

One in a box.

MIKE McCORMICK MODEL

Medium size, low-priced model. Made of genuine leather with new type narrow compact heel which provides a deep ball pocket. Streamlined thumb, leather lined palm and fingers. Large one-piece stitched tunnel web.

No.	Wt. each	Each
DG16	12 ozs.	★$5.75

One in a box.

BILL RIGNEY MODEL

A professional model featuring natural contour pre-form pocket construction. New type compact hinged heel provides a deeper ball pocket. Large size streamline thumb model with extra large one-piece leather tunnel web. Made of oil treated glove leather, full leather lined, welted seams throughout. Roll leather bound. Wide wrist strap.

No.	Wt. each	Each
DG22	16 ozs.	★$10.75

One in a box.

GRADY HATTON MODEL

Youth's model. Low-priced, streamlined thumb model. Deep ball pocket, one-piece leather web. Genuine oil treated glove leather, leather lined palm and fingers. Well padded.

No.	Wt. each	Each
DG14	10 ozs.	★$4.95

Two in a carton.

NELSON POTTER MODEL

Juvenile model. Genuine leather with leather lined palm, felt pad. Spider web between thumb and forefinger, bound wrist.

No.	Wt. each	Each
DG12	6 ozs.	★$3.35

Four in a carton.

PICK-POCKET PROFESSIONAL MODEL

A large size model made of fine quality heavy weight glove leather. Streamline finger natural contour construction. One piece palm with expanded pocket. New type narrow hinged heel. New type extra large one-piece leather tunnel web, extra wide crotch. Welted seams throughout, roll leather bound, full leather lined, wide wrist strap.

No.	Wt. each	Each
DG28	16 ozs.	★$13.35

One in a box.

SEMI-PRO MODEL

A full size model of the same general design as Pick Pocket Model DG28. Made of selected quality glove leather with one-piece palm and expanded pocket, full leather lined. Leather welted finger seams, new type extra large one-piece leather tunnel web, extra wide crotch. Adjustable double leather lacing at back of fingers. Narrow compact hinged heel provides an extremely flexible glove and a large ball pocket

No.	Wt. each	Each
DG21	13 ozs.	★$9.35

One in a box

YOUTH'S MODEL

A youth's model, designed for amateur use. Same general design as Pick Pocket Model No. DG28. Made of selected quality glove leather, leather lined palm and fingers. Extra large one-piece leather tunnel web, one-piece palm, expanded pocket. Narrow hinged heel provides a deep ball pocket, adjustable double leather lacing at back of fingers, leather welted seams throughout.

No.	Wt each	Each
DG17	11 ozs.	★$5.95

One in a box.

★ Factory Suggested Resale Price

BASEBALLS

D AND M OFFICIAL LEAGUE

Wound with finest quality tension tested wool yarn. Finished with a layer of spun twine and cemented. Selected alum tanned horsehide cover cemented to ball and double needle stitched with red waxed thread.

No.	Wt. per doz	Per doz.
D200	5 lbs.	★$33.60

One in a box, one dozen in a carton.

Wound with fine quality blue-gray and white wool yarn. Highest quality selected alum tanned horsehide cover cemented to ball and double needle stitched with strong red waxed thread.

No.	Wt. per doz.	Per doz.
D30	4¾ lbs.	★$30.00

One in a box; one dozen in a carton.

Rubber center wound with wool yarn and finishing twine. Alum tanned horsehide cover, cemented to ball and double needle stitched with red waxed thread.

No.	Wt. per doz.	Per doz.
D24	5 lbs.	★$27.00

One in a box; one dozen in a carton.

A fine practice baseball wound with wool yarn and finishing twine over a rubber center. Alum tanned horsehide cover, cemented and double stitched with red waxed thread.

No.	Wt. per doz.	Per doz.
D20	5 lbs.	★$23.40

One in a box; one dozen in a carton.

D AND M BIG LEAGUE

A practice ball, not recommended for team play. Compressed felt core with rubber center, wrapped with yarn and cemented finishing twine. Horsehide cover, cemented to ball and double needle stitched with red waxed thread.

No.	Wt. per doz.	Per doz.
D12	3¼ lbs.	★$13.80

One dozen in a carton

A rubber covered ball designed for playground use. Compressed felt core with rubber center, wrapped with yarn, finishing twine and cemented. Molded waterproof rubber cover with simulated stitches.

No.	Wt. per doz.	Per doz.
D8	4 lbs.	★$10.20

One dozen in a carton.

★ Factory Suggested Resale Price.

SOFTBALLS

D AND M OFFICIAL

12-inch circumference. Heat molded Kapok core and latexed yarn. Selected regulation white cowhide cover, cemented to the ball and double needle stitched.

No.	Wt. per doz.	Per doz.
D90	7 lbs.	★$36.00

One in an individual box.

No. D72

12-inch circumference. Cemented, heat control Kapok core, wound with latexed yarn. Selected regulation white cowhide cover, double needle stitched.

No.	Wt. per doz	Per doz.
D72	6 lbs	★$33.00

One in an individual box.

12-inch circumference. Cemented heat molded Kapok core, wound with latexed yarn. Cowhide cover, cemented to ball and double stitched with white and waxed thread.

No.	Wt. per doz.	Per doz.
D70	5 lbs.	★$24.00

One dozen in a carton.

D AND M REGULATION

12-inch circumference. Yarn wrapped compressed felt center, cowhide cover cemented to ball, and stitched with white waxed thread.

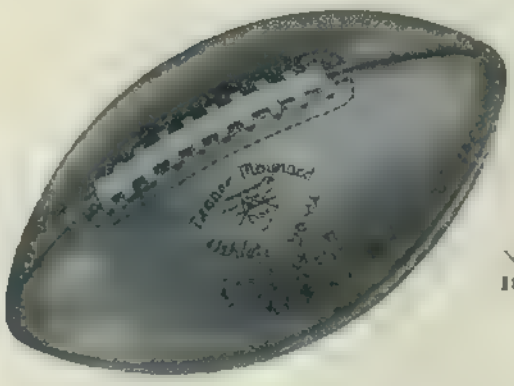
No.	Wt. per doz.	Per doz.
D64	4½ lbs.	★$15.00

One dozen in a carton.

FOOTBALLS

D AND M

OFFICIAL



Finest quality selected deep pebbled football leather. Slim shape for easier handling, better punting and passing. Triple lined, eight hole double lacing, rubber valve bladder. Official specifications.

No	Wt each	Each
DOB	1½ lbs.	★$16.75

One in a box, inflated.

OFFICIAL

Good quality tan pebbled football leather, laminated double lining. Eight hole double lacing, rubber valve bladder. Official size, shape and weight.

No.	Wt. each	Each
D215	1½ lbs.	★$10.75

One in a box, inflated.

ALL AMERICA OFFICIAL

Official size, made of heavy weight Pebbletex. Rubber valve bladder.

No	Wt. each	Each
D207	1 lb.	★$3.50

One in a box, deflated.

FRANK LEAHY REGULATION

Regulation size. Top grade cowhide leather, double lined. Built for rugged service. Rubber valve bladder.

No.	Wt. each	Each
D211	1½ lbs.	★$6.65

One in a box, inflated.

No. D209

Regulation size. Genuine cowhide, double lined. Rubber valve bladder.

No.	Wt. each	Each
D209	1⅛ lbs.	★$5.65

One in a box, deflated.

Rubber valve bladder, official size. Made of hard wearing Pebbletex.

No	Wt. each	Each
D205	1 lb.	★$2.45

Six in a box, deflated.

INFLATING NEEDLE

Used for inflating all types of balls fitted with the patented rubber valve.

No.	Wt. per doz.	Per doz.
DN3	3 ozs.	★$1.20

Loose.

HELMETS

D AND M

White fibre crown with blue leatherette crown straps, molded leatherette blue wing, ears and back piece, felt padded. Four-piece web shock absorber with leather center. Adjustable elastic chin strap. Sizes, Medium (7 to 7⅛), Large (7¼ to 7⅝).

No	Wt each	Each
DH32	1½ lbs.	★$4.95

Juvenile model. White molded fibre crown with scarlet leatherette crown straps. Scarlet leatherette ears, wing and backpiece. Felt lined. Four-piece web shock absorber with leather center. Elastic chin straps. Regular size only.

No.	Wt. each	Each
DH27	1⅛ lbs.	★$2.95

Above, one in a box

SHOULDER PADS

D AND M

Drill covered 100% pure Kapok with corrugated fibre protection over chest, shoulders and back. Double corrugated fibre shoulder caps, padded with Kapok and drill lined. Elongated, double corrugated fibre collarbone protectors. Shoulder and collarbone protectors double riveted to pad with grain leather connectors. Elastic chest straps.

No.	Wt. each	Each
DS10	2¼ lbs.	★$6.50

Juvenile model. Fibre protection over chest, shoulders and back, quilted padding. Corrugated fibre shoulder caps padded with white quilted drill, fibre collarbone protector. Elastic arm bands.

No.	Wt each	Each
DS9	2¼ lbs.	★$3.95

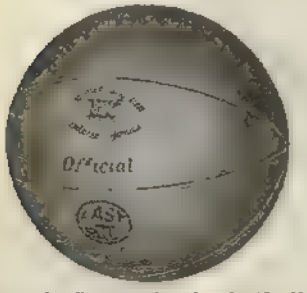
Above, three in a box.

★ Factory Suggested Resale Price.

BASKETBALLS

D AND M

OFFICIAL LAST-BILT



Patented Last-Bilt basketballs are built up step by step over a scientifically true and perfect wax last, and vulcanized into a uniform, evenly balanced, durable ball. Covered with finest quality special type pebbled tan basketball leather. Rubber valve inflation.

No.	Wt. each	Each
DJ	2¾ lbs.	★$28.00

One in a box, inflated.

OFFICIAL INTERCOLLEGIATE

A sturdy ball of pebbled grain cowhide, double lined, double laced type. Rubber valve bladder. Official in size.

No.	Wt. each	Each
D260	1¾ lbs.	★$8.00

One in a box, partially inflated.

OFFICIAL

Official in size and weight, made of heavy double lined Pebbletex. Rubber valve bladder.

No.	Wt. each	Each
D258	1½ lbs.	★$5.50

Two in a box, deflated

OFFICIAL

An excellent practice ball, made of selected pebbled grain basketball leather backed with a laminated double lining. Rubber valve bladder. Official in size and weight. Individually boxed.

No.	Wt. each	Each
D266	1¾ lbs.	★$10.00

One in a box, partially inflated.

OFFICIAL SCHOLASTIC

A hard wearing practice ball. Double laced type. Genuine cowhide backed with a double lining. Rubber valve bladder. Official size.

No.	Wt. each	Each
D259	1½ lbs.	★$6.65

One in a box, partially inflated.

ALL AMERICAN OFFICIAL

A long wearing ball of double lined Pebbletex. Double laced type with rubber valve bladder. Regulation size.

No.	Wt. each	Each
D256	1½ lbs.	★$3.75

Two in a box, deflated.

BASKETBALL GOALS

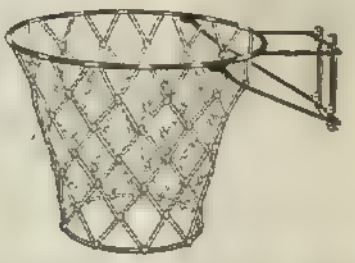
COLLEGIATE

Regulation size throughout, 18-inch diameter ring, heavy back straps and strong reinforcing braces. Electrically welded. No rivets. Complete with heavy 30-cord net and large mounting bolts. Packed in pairs in shipping carton.

No.	Wt. per pair	Per pair
85	7 lbs.	★$7.00

Two pair in a carton.

PREP



Full regulation size, 18-inch diameter. ⅜-inch round steel rim and bracing, electrically welded, no rivets. Complete with 24-cord net, spacing straps, mounting screws.

No.	Wt. per pair	Per pair
25	4½ lbs.	★$5.00

Two pair in a carton.

★ Factory Suggested Resale Price.

Flash Gordon Air Ray Gun

"America's most amazing action toy." That's how Robert F. Driver, president of the Budson Company, describes the Flash Gordon Air Ray Gun currently being manufactured by his company in Chula Vista, California

According to Driver, this futuristic toy has set sensational sales records since it was first placed on the market last October. As an example of its popularity, Driver cited the experience of Hale's Department Store of San Francisco. This store sold 4,400 guns in less than 10 days last December.

The Air Ray Gun shoots an amazingly accurate blast of air as far as 30 feet. Its cocking mechanism is a simple lever that draws back a heavy rubber diaphragm. When the trigger is pulled, the rubber diaphragm snaps taut, ramming air through a wide, venturi-shaped nozzle with a resounding "whoosh," and with enough force to knock over cardboard targets from across the room.

Driver stressed the fact that despite the gun's warlike appearance and action, it is absolutely safe and harmless, even when fired at point-blank range.

Painted bright red, the gun is sturdily constructed of heavy gauge sheet aluminum. "All moving parts are precision machined to insure smooth, simple operations," Driver stated.

Flash Gordon Tie-In

The Budson Company recently completed arrangements with King Features Syndicate for the Flash Gordon tie-in, and the gun will be promoted, in part, by the cartoon adventures of the comic strip hero.

In order to take maximum advantage of the Flash Gordon promotion, the company has completely redesigned packaging and other promotional material around the Flash Gordon theme. The new package, an attractive, four-color box, is illustrated with pictures of Flash Gordon, and Dale Arden, Flash's female playmate in his interplanetary escapades.

■

For Greater Coverage Advertise in
TOYS AND NOVELTIES

A Sales Hit ...

at the TOY FAIR
(and wait until the kids see it!)

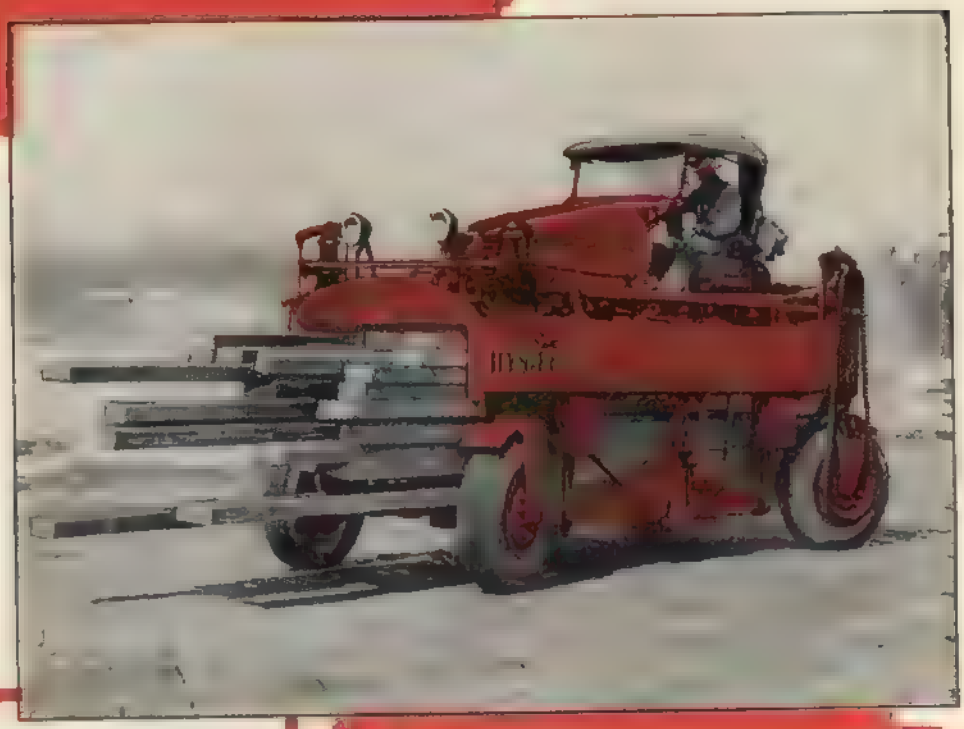
BUYERS from all over the country saw, and enthusiastically ordered, our Hyster Straddle Trucks during the Toy Fair. Has your order been placed? If not, HURRY — place it NOW.

TWO SIZES: No. 50—6"x4½"x3" AND No. 51—12"x9"x6". DESCRIPTIVE LEAFLET AVAILABLE ON REQUEST.

DRUGE BROTHERS
MANUFACTURING COMPANY
888 - NINETY-SECOND AVENUE • OAKLAND 3, CALIFORNIA

New York Showroom • 200 Fifth Avenue
Chicago Showroom • Merchandise Mart 14-123

DRUGE TOYS
Presents . . .



Sturdy,
WORKING TOY

The Druge-made model Hyster Straddle Truck is a real working toy with

- Geared 4-wheel steering
- Mechanical loading and unloading device
- Rubber wheels
- Durable die-cast body
- Bright enamel lustre

Develops child's coordination, imagination, neatness, character. Makes big hit with parents.

TWO SIZES

No. 50 Model—Size 6' x 4½" x 3
Individualy boxed—
36 to shipping carton

No. 51 Model—Size 12" x 9" x 6
Individualy boxed—
24 to shipping carton

HYSTER
Straddle Truck Toys

DRUGE'S HYSTER Straddle Truck Toy is a close counterpart of the real Hyster shown above. It steers, loads, carries, and unloads with thrilling realism. Kids will love it . . . if they can keep it away from Pop.

See these well-built, quality toys at the New York Toy Fair, Hotel McAlpin, Room 467, March 8-20; Dan O. Druge, A. E. "Art" Stuker, and "Jarvie" Smith in attendance. For further details, ask for the "Gold Mines" leaflet, describing and illustrating the profitable, fast-selling Hyster Straddle Truck Toys. Get copies at the Toy Fair or write direct to factory, or to

★ **JARVIS SMITH** *(Permanent display)*
200 Fifth Ave., New York 10, N. Y.

DRUGE BROTHERS MANUFACTURING CO.
888 NINETY-SECOND AVENUE OAKLAND 3, CALIFORNIA

DON'T WALK...

"Pogo-Hop"

HOLLYWOOD'S NEWEST SENSATION

FOR FUN .. FOR HEALTH .. FOR SKILL

● *WHAT IS IT?...* Well, it's the jumpiest, bounciest, flyingest little machine you've ever had the pleasure of taking a ride on!

A NEW HIGH PERFORMANCE Jumping Stick that is really built built for Action . . . really built to take it!

The West Coast used all we could make for last Christmas - MOVIE STARS, NEWSBOYS, PEPPY AMERICANS OF ALL AGES BOUGHT THEM BY THE THOUSANDS!
NOW OFFERED TO DEALERS, JOBBERS, AND FRANCHISE AGENTS THRU-OUT THE UNITED STATES AND CANADA. WRITE FOR DETAILS

DON'T BE FOOLED . . . .—it's NOT just another 'Pogo Stick' - Must be seen and Demonstrated to be appreciated.

3 SIZES AVAILABLE

AH-3 Junior	Suggested Retail $6.45
AH-2 Teen-Age	Suggested Retail $6.95
AH-1 Senior	Suggested Retail $7.45

FRANTZ INDUSTRIES 1701 W. SLAUSON AVENUE LOS ANGELES 44, CALIF.

DEALERS, JOBBERS and SALESMEN WANTED

FIELD PACK

Made of heavy water repellent duck dyed forest green, size 14x16x5 inches. Outside pocket divided in center, size 9x14 inches. Large cover with web strap and buckle. Wide 2-inch heavy web, adjustable shoulder harness.

No	Wt. each	Each
908	1½ lbs.	$3.50

Loose

SHELL BAGS

Twelve ounce tan duck. Canvas bound. Double pocket with straps and buckle fasteners. Leather shoulder strap.

No.	Capacity	Wt. each	Per doz.
24	100 shells	¾ lb.	$28.00
26	150 shells	1 -lb.	30.00

DUCK STRAPS

Tan leather thongs, sewed to stamped leather shoulder straps

No.	Wt. each	Per doz.
54	6 ozs.	$26.50

Loose

DECOYS

DUC-EM ZEPHYR LIGHTWEIGHT

Mallard

Sprig

A flat bottom lightweight, full size decoy, made of waterproof canvas with head and neck stuffed with Kapok and body stuffed with granulated cork. Colors and feather design reproduced in silk screen process. Natural swimming movement on the water. Packed 8 males and 4 hens to the carton.

No.	Type	Wt. per doz.	Per doz.
S-105	Sprig	10 lbs.	★$13.50
M-100	Mallard	10 lbs.	★ 13.50

One dozen in a carton

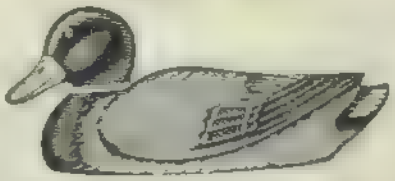
WOOD

A medium size flat bottom, wood decoy made of extra lightweight select "Pop Ash." Feathered finish, high grade painting and glass eyes. Packed four male and two female in a case.

No.	Type	Wt. per doz.	Per doz.
22	Sprig	26 lbs.	★$25.20
22	Mallard	26 lbs.	★ 25.20
22	Blue Bill	26 lbs.	★ 25.20
22	Canvasback	26 lbs.	★ 25.20

One-half dozen in a carton

CARRY LITE



Made of molded pulp, lightweight and completely waterproofed with double sealed bottom and "Dura" beak. Realistically painted in natural color reproductions. Special design head position makes it very durable. Packed eight drakes and four hens in a carton

No.	Type	Wt. per doz.	Per doz.
711	Mallard	14 lbs.	★$15.25
721	Sprig	14 lbs.	★ 15.25

One dozen in a carton

FOLDING PAPER

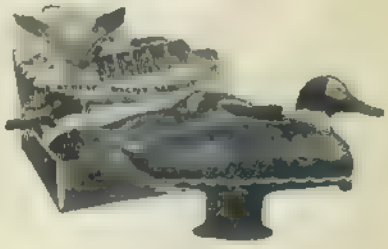
A good reproduction of Sprig and Mallard ducks, printed in natural colors on tough jute fibre board, thoroughly waterproofed and reinforced to give lasting service. A full round duck body rides perfectly on the water with ⅝-inch waterproofed float. A balancing device attached to the float makes tipping impossible. Packed half hens and half drakes, except Sprig, packed 8 drakes and 4 hens.

No.	Type	Wt. per doz.	Per doz.
26	Sprig Pintail	7 lbs.	★$7.60
26	Mallard	7 lbs.	★ 7.60

One dozen each, floats and bodies, packed in two canvas bags.

Not sold in less quantity

DEEKS



Made of natural latex rubber that inflates itself. Merely place on the water and they inflate immediately. Nonpuncturable at normal range. Light in weight and easy to carry in your hunting coat. Packed six drakes and six hens in a carton.

No.	Type	Wt. per doz.	Per doz.
Deeks	Sprig	5 lbs.	★$14.95
Deeks	Mallard	5 lbs.	★ 14.95

One dozen in a carton

★ Factory Suggested Resale Price

DECOYS

PAPER GEESE

Printed in natural colors on tough jute fibre board. They are photographic reproductions of Canada geese, with spreading bodies held open by inserting metal spreaders. Packed twelve large Goose decoys complete in a bag.

No.	Wt. per doz.	Per doz.
28A	11 lbs.	★$16.50

One dozen in a canvas bag.

DUCK CALLS

OLT'S ADJUSTABLE

Constructed entirely of hard rubber. Can be adjusted to call ducks, crows and other feathered birds by simply adjusting tone slide. Has no metallic sound. Length, 4¾ inches.

No.	Wt. each	Per doz.
B-4	2 ozs	★$42.00

One dozen in a box.

OLT'S REGULAR

Same as No. 0-A without adjustable tone slide. A carefully tuned, strong in tone and easy blowing duck call. Length, 4¾ inches.

No.	Wt. each	Per doz.
D-2	2 ozs.	★$24.00

One dozen in a box.

DUCK CALLS

OLT'S MALLARD

Olt's perfect Mallard duck caller. Constructed of genuine hard rubber. The tongue is of special hard spring rubber, securely held in place between two hard rubber lips, making it impossible to become out of tone. Length, 4⅛ inches

No.	Wt. each	Per doz
C-3	2 ozs	★$36.00

One dozen in a box.

BROADBILL

The Broadbill Duck Call will produce with perfect accuracy any call of our native ducks, will not break in tone by loud calling and operates with less effort than any other call on the market. The Call is made in two pieces, allowing the reed to be fastened securely to one side by the use of a metal clamp. The reed is made of the very best of hard rubber. Length, 5¼ inches.

No.	Wt. each	Per doz.
Broadbill	2 ozs	$14.00

One in a box

GOOSE CALLS

OLT

Hand made, hard rubber goose call, with true-to-nature tone. Length, 4½ inches.

No.	Wt. per doz.	Per doz
A-5	1¼ lbs	★$48.00

One dozen in a box.

HANDCUFFS

PEERLESS

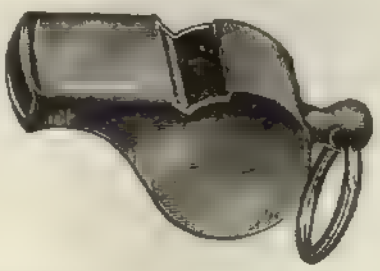
Positively cannot become locked in the pocket, and are always ready for use. Nickel finish.

No.	Wt. per pair	Per pair
Peerless	10 ozs.	$30.00

One pair in a box.

WHISTLES

REGULATION POLICE



Regulation police whistle. Drawn brass. Nickel plated and polished. Flat lipped mouthpiece. With ring Adopted by all city police departments.

No.	Wt. each	Per doz.
314	2 ozs.	★$6.00

One dozen in a box.

★ Factory Suggested Resale Price.

▶ Pointe Claire Y.C. held a meeting last month to revise their by-laws and constitution, an excellent idea which might well be copied by other clubs with archaic constitutions. Among the best of the changes was a new nominating set-up in which a nominating committee is chosen representative of the various groups in the club. The names of this committee are published by letter to each member so that he, if interested, may offer suggested name or names. In addition, any five members may nominate a part or full slate as they see fit. The official slate must be given to the membership well in advance of the close of nominations so that the members still have a chance to disagree if they so choose. The new nominating committee consists of Allan Currey, Aylmer Hamlet, Hugh McIntosh, Tom Morrison and Jack Sears.

▶ Boats have been ordered or have changed hands recently as follows: Jim Coote bought *Zephyr* from Carlyle Miller and John Symonds *Grayling* from Alec Poe. Dragon Boatbuilding Co. is building a Y for Claude Hill of Beauharnois and three more Ys are being built in Vaudreuil for members of VBYC. Six cat dinghies have been ordered for members of the Royal St. Lawrence Y.C. We shall have the owners' names for the next issue

▶ Earl Gaston has left the St. Lawrence Boatbuilding Co. and is now with George Pengally who has started up recently. These chaps are good workmen and should produce a fine boat.

SOUTHERN MASSACHUSETTS NOTES

By Jake Hornor

▶ Season's standings in the various classes at The Buzzards are Herreshoff 12-footers Sunday series, won by Walter Weld, in *Muffin*. Thursday series (Juniors), Stuart Chase, in the *Hilly Poo*. *Gray Ghost*, sailed by John Carter, had the highest season's standing in the Arrowhead Class

▶ The Cotuit Mosquito Y.C. held series races on Wednesdays, Saturdays and Sundays. Helen Sinclaire won the Junior Wednesday series, Faith Mattison the Senior Saturday series and Don Bramley the informal Sunday series. Bramley also won the Challenge Cup, the Long Distance Race and the Exchange Race, while Edith M. Henderson took the trophies in the Treasure Hunt and Dead Neck Race.

None of the officers of this club may be over 21 years of age and the dues are a dollar a year, having at one time been 25 cents a year. Officers for next season are: Commodore, Lawrence O Denise; secretary, Tootie Sinclaire, treasurer, Sam Bidwell fleet captain, Geoff Jackson, and race committee chairman Everett Jackson

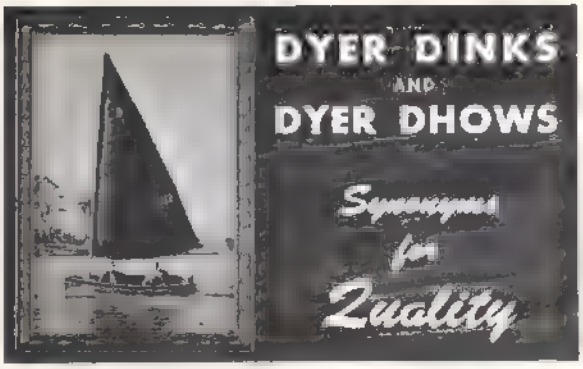
▶ C. McG.Wells, of the Wianno Y.C., has been elected president of the International 210 Association, to succeed Phil Benson for the ensuing year.

▶ The Stone Horse Y.C. elected for 1948: Commodore, Marcus Hall; vice commodore, Robert Nordblom; treasurer, Herbert Clapp; secretary, Ralph Snow; chairman of the race committee, William Lee.

▶ Gardiner Schirmer, of the Hyannis Port Y.C., has recently bought another Wianno Senior One-Design which he is having refitted this year at the Crosby Yacht Building and Storage Co. She is one of the older boats and will require a new rig.

▶ The officers of the Wianno Y.C. elected at the annual meeting are: Palmer Letchford, commodore; C. McG. Wells, vice commodore; James G. Hinkle, rear commodore; James A. Waller, treasurer; Miss Jean Bodell, secretary.

▶ A committee, with Allan Priddy as chairman and James G. Hinkle, of Wianno, Dr. Paul Henson, of Hyannis, and Marcus W Hall, of the Stone Horse Y.C., was appointed by the Southern Massachusetts Y.R.A. to look into the tender subject of keep-



Why we are "*Leading the Tender World*"—

Just returned from a 500 mile trip and am delighted with the Dhow. Firstly feel that I could abandon ship if necessary with four or five adults. Secondly she rows admirably, sails well and rows easily and only yesterday carried eight from dock to anchorage in a chop and with a 2½ hp. outboard in perfect safety. L. H.

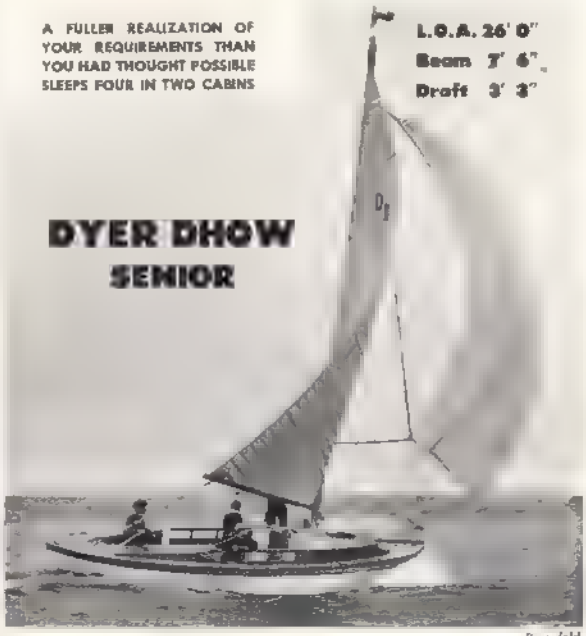
Being a Dyer devotee, I cannot be otherwise than enthusiastic about the two ten footers that have owned. They are very seaworthy, light, easily handled and sail exceedingly well." W. L. T

"My Dyer Dhow almost paid for herself before the end of the season in fuel saved. Old and young were more anxious to mess about sailing, than cruise. My nine year old sails alone in safety and in all weather, that is when he can slip away before the oldsters who pile in four at a time." L. L. S.

In addition, it furnished us all a great deal of pleasure in sailing every harbor we visited. In fact we sailed the Dhow almost as much in total hours as we sailed the sloop." I. A. S.

At the San Diego Y.C. there are many who will only allow their youngsters to go out in the Dhows. No one here has ever upset in a Dyer Dhow." E. H. D.

"I have never sailed a small boat that handles so well. We are delighted with it and so is everybody else in these parts." A. W. G.



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WARREN, RHODE ISLAND

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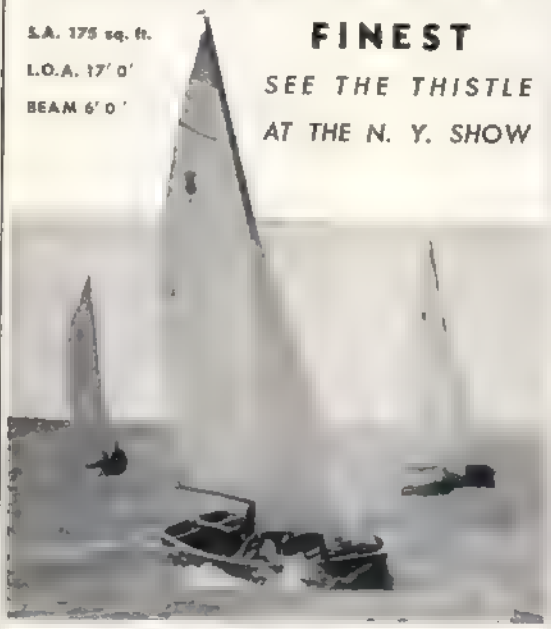
S.A. 175 sq. ft.
L.O.A. 17' 0"
BEAM 6' 0"

SEE THE THISTLE AT THE N. Y. SHOW



THISTLE AND INTERNATIONAL 14

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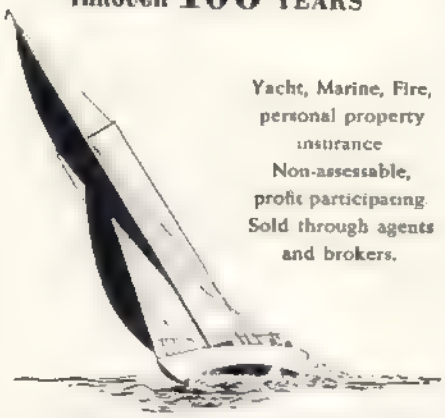
STRENGTH AND INTEGRITY

THROUGH 106 YEARS



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ing the Wianno One-Design Fleet "in line." With over 100 boats built, a few minor changes and modifications have crept in from time to time, the legality of which is questioned by some who find themselves viewing a rival yacht from the broad end. Everyone feels that with a fleet as large as the Wiannos, there should be more inter-club regulations inasmuch as over 50 percent of the Wianno fleet meet in races at least three times a year at the Edgartown, Nantucket and Hyannis regattas. This committee will report its recommendations at the next meeting of the S.M.Y.R.A.

▶ Bill Crosby, of the Crosby Yacht Building and Storage Co., has his new boat *Sapphire* down from Maine. The cabin and deckhouse are not yet finished but she is in the water for trial runs.

▶ Chester A. Crosby Co. reports the sale of Nathan Talbot's Casey yawl *Nipkin* to Arthur Halenbeck, who plans to race her off Wianno next summer in the long hoped for Cruising Class.

▶ The 1948 officers of the Nantucket Y.C. are commodore, Rayne Herzog; vice commodore, Jules Thetaud; rear commodore, Lawrence Miller; race committee chairman, Philip Nash.

N.A.Y.R.U. TO VOTE ON NEW RULES

▶ A vote on whether the new Right of Way Rules, tried out by many North American Yacht Racing Union member clubs and associations last season, will be accepted as the official rules of the Union or continued on a trial basis for another season is expected at the annual meeting of the Union, to be held at the New York Yacht Club on January 14th.

The Union's special committee, which drafted the new rules a year ago, has held several meetings this past fall and has now settled on an improved version of the code which it is prepared to recommend for permanent adoption at the coming meeting. The new rules have been reworded in a few instances in the interests of clarity, but basically are the same rules provisionally approved a year ago. The enthusiastic reactions of practically all yachting organizations that have tried out the rules makes it seem likely that they will be adopted, in the new and reworded version.

RACING CALENDAR

1948

Jan. 16–18 — International Skeeter Association Regatta, Royal Hamilton Y.C., Ont.
Jan. 17–18 — Winter Lightning Class Championships, St. Petersburg Y.C., Fla.
Jan. 23 — Ft. Lauderdale-Cat Cay Race, Ft. Lauderdale & Cat Cay Y.Cs., Fla.
Feb. 7 — Sir Thomas Lipton Cup Race, Biscayne Bay Y.C., Miami
Feb. 10 — Miami-Nassau Race, Miami & Nassau Y.Cs.
Feb. 14 — Governor's Cup Race, Nassau Y.C., Bahamas
Feb. 20–22 — Southern Ensign Regatta, Biscayne Bay Y.C., Miami
Mar. 7–8 — Midwinter Regatta, Miami Y.C.
Mar. 12–15 — Winter Snipe Championships, Charwater Y.C., Fla.
Mar. 14 — Power Boat Regatta, Jacksonville, Fla.
Mar. 20 — St. Petersburg-Havana Race, St. Petersburg Y.C., Havana & Miramar Y.Cs., Havana
Mar. 21 — Power Boat Regatta, Mt. Dora, Fla.
Mar. 26 — Havana Key West Race, Key West Y.C., Fla.

INTERNATIONAL

Jan. 31–Feb. 7 — Stars, Midwinter Championship, Havana Y.C.
Feb. 6–8 — Comets, Don Q Trophy, San Juan

BOAT SHOW CALENDAR

Jan. 9–17 — National Motor Boat Show, Grand Central Palace, New York City
Jan. 31–[illegible] 8 — Chicago Motor Boat Show, Navy Pier
Jan. 31–[illegible] 8 — New England Sportsmen's & Boat Show, Mechanics Building, Boston, Mass.
Feb. [illegible] — Sportsmen's Show, Fifth Regiment Armory, Baltimore, Md.
Feb. [illegible] — [illegible] Boat Show, Md.
Feb. [illegible] 21 — Miami Boat Show
Feb. 4–22 — National Sportsmen's Show, Grand Central Palace, New York City
Feb. 2[illegible]–29 — Seattle Motor Boat Show, Wash.
Feb. 27–Mar. [illegible] — Philadelphia Motor Boat & Sportsmen's Show, Convention Hall
Feb. 27–Mar. 7 — Boat, Sports & Travel Show, Navy Pier, Chicago.
Feb. 28–Mar. 7 — Albany Boat Show, N.Y.
Mar. [illegible] — Sportsmen's Show, National Guard Armory, Washington, D.C.
Mar. 27–Apr. 4 — Minneapolis Boat Show, Minn.
Mar. 27–Apr. 4 — Rochester Boat Show, N.Y.
Apr. 17–2[illegible] — Buffalo Boat Show, N.Y.
Apr. 30–May 9 — San Francisco Boat Show

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TO SEE THEIR BEAUTIFUL
NEW LINE
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26-FT. EXPRESS CRUISER

Waves of raves from the critics who enthusiastically hail it as "America's Best Boat Buy!" Emancipator steals the show *everywhere* because no other boat offers so much freedom and fun afloat — at such a thrifty price! Big and beautiful, speedy and seaworthy, the new Emancipator is the boat for all the family.

Length, 26'; beam, 9'; powered with a 145 h.p. Gray engine. Hurries along at approximately 30 miles per hour. Mahogany frames, cedar planking. Three-panel Vee windshield. Comfortable lower berths, port and starboard. Navy-type top, two pilot seats and marine toilet are standard equipment. All for $4,750*.

DEALERS: Many good franchises are still open. Write or wire now.

*F.O.B. Miami, Fla. Specifications, equipment, price subject to change without notice.

EMANCIPATOR BOAT CO., INC.
S. MORTIMER AUERBACH, *President*
471 N. E. 79th Street, Miami, Fla.

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COLUMBIAN BRONZE CORP.
OBERDORFER FOUNDRIES
SUTTON MANUFACTURING CORP.
MERRIMAN BROS., INC.

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SERVICE Since The Turn of The Century

HUNTFORM *for '48*

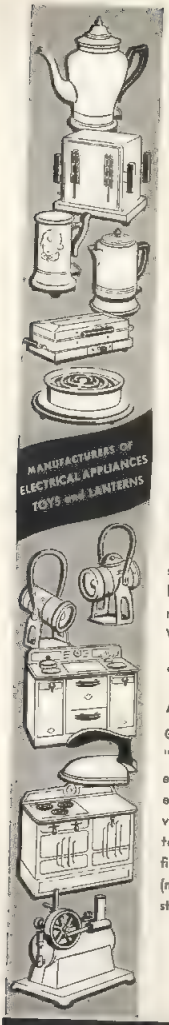
• 37½ Sport Fisherman. Can be built with single or double cabins, ideal for yacht tender or family boat.

• 53½ Power Yacht. For unexcelled cruising comfort, the unusual hull design is a recently perfected step ahead in power boat design.

The hulls of these boats are stock. The superstructure, interior, and propulsion are custom built to your needs and specifications.

Write for further information

C. Raymond Hunt
53 State St., Boston • Town Landing, Marblehead

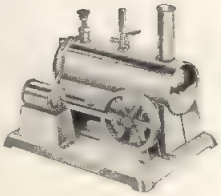


FAVORITES For Two Generations

"*Little Lady*" HOUSEKEEPING TOYS

EMPIRE STEAM ENGINES and ACCESSORIES

FAMOUS EMPIRE STEAM ENGINES



Yes Sir—they have more speed and power!! Genuine Copper boiler chromium plated. Bronze cylinders and brass fittings. Nothing to corrode. Real safety!! Heavy duty safety electric elements generate steam rapidly. Loud whistles—safety valves—grooved drive pulleys—water gauges—reversible slide valves, etc. Several sizes and styles from $7.95 to $12.50 retail. Accessory items to be driven by engines also available.

"LITTLE LADY" TOY FLAT IRONS

Real electric irons, like mother's, for ironing dolly's clothes!! Heat enough to iron, but will not char. Heavily insulated, safety heating elements. Cool ebonized handles. Streamlined. Supplied in attractive enamelled and also full chromium finishes. Also—play irons (non-electric) for the tiny tots. Various styles in price ranges from 50c to $2.00 retail.

"LITTLE LADY" ELECTRIC RANGES AND PLAY STOVES

Genuine electric ranges that actually cook and bake!! "LITTLE LADY" stoves have separate, fully insulated electric elements for the burners and the ovens. Yes—they're really extra safe!! Fully equipped with utensils and many play value gadgets. Heavy steel construction, electrically welded, to withstand the knocks and bumps of hard play. Beautifully finished. Polished chromium plated handles. Also, play stoves (non-electric) for the little tots. A full range of sizes and styles, retailing from $1.50 to $7.95 each.

See the complete line of "LITTLE LADY" and "EMPIRE" Educational Toys at the

NEW YORK TOY FAIR

Hotel McAlpin—Room 954 or our New York Office—Room 415—Fifth Avenue Bldg.

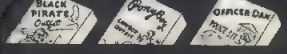
THE METAL WARE CORPORATION

NEW YORK TWO RIVERS, WISCONSIN CHICAGO

Pony Boy

Genuine Leather Holsters with the Finest Guns Made!

HERE THEY ARE!— the biggest, finest [illegible] line-up of brand new Pony Boy Pistol and Holster Sets ever presented! It's the new 1948 line—have your [illegible] it pardner — pronto!



DON'T MISS Pony Boy's [illegible] PIRATE and OFFICER DAN! [illegible]

ON DISPLAY NOW—
Permanent Showroom: 200 5th Ave. Room 430

esquire novelty company

335 West 16th Street, New York 11, N. Y.

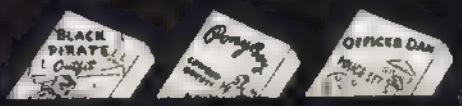
Pony Boy
Genuine Leather Holsters with the Finest Guns Made!
HERE THEY ARE!—the biggest, fastest-shooting line-up of brand new Pony Boy Pistol and Holster Sets ever presented! It's the new 1948 line—toss your rope around it pardner—pronto!

DON'T MISS Pony Boy's two new playtime pals—BLACK PIRATE and OFFICER DAN! A pair of brand new sensations!
ON DISPLAY NOW—
Permanent Showroom: 200 5th Ave. Room 430
During Toy Fair: Hotel McAlpin, Room 1012
esquire novelty company

Pony Boy

Genuine Leather Holsters with the Finest Guns Made!

HERE THEY ARE!—the biggest, fastest-shootin' line-up of brand new Pony Boy Pistol and Holster Sets ever presented! It's the new 1948 line—toss your caps around, it pardner—pronto!



DON'T MISS Pony Boy's two new playtime pals—BLACK PIRATE and OFFICER DAN! A pair of brand new sensations!

ON DISPLAY NOW—

Permanent Showroom: 200 5th Ave., Room 430

During Toy Fair: Hotel McAlpin, Room 1012

esquire novelty company

335 West 16th Street, New York 11, N. Y.

AMERICA'S FINEST DOLLS

Eugenia DOLLS
ARE BORN TO PLAY

LIFELIKE, LOVABLE . . . . . ALWAYS GAY!
GIRL DOLLS, TODDLERS, BABIES TOO
KNOW HOW TO SELL THEMSELVES — FOR YOU!

AMERICA'S FINEST DOLLS

Eugenia DOLL CO. 200 FIFTH AVE., N. Y. 10, N. Y.
BENJ. PORTUGAL • ROOM 534
FACTORY: 752 BROADWAY • N. Y. 3, N. Y.

AMERICA'S FINEST DOLLS

ALICE and THE WHITE RABBIT

A NEW *Eugenia* BOXED SET

READY—Our Spring Line of DISTINCTIVE DOLLS

READY—Our New Showroom Fifth Ave. B'ldg.—Room 534 under the direction of BENJ. PORTUGAL

Eugenia DOLL CO. • 200 FIFTH AVE., Room 534, N. Y. 10

FACTORY: 752 BROADWAY, NEW YORK 3 N. Y.

Successful Selling

always did and always will rest upon the simple principle of playing up to the people...and this is why Gong Bell toys have been consistent leaders during 84 busy years.

the GONG BELL Manufacturing Co.

200 Fifth Avenue New York 10, N. Y.

Walter H. Rhone John F. McConnor Fannie Fried

Export Sales Agent: GUITERMAN CO., 35 South William Street, New York City

TOY NEWS AND NEW TOYS

Plated horses by Bergen

BERGEN TOY FEATURES PLATED FIGURES

Bergen Toy and Novelty Company, Hackettstown, N. J., have recently brought out an entirely new line of gold and silver plated plastic horses and figures

A short time after the horses appeared on the market the demand developed for additional items with the result that the line was expanded to include a wide range of other plated figures, such as Indian Chief, Indian Bowman and an Indian Warrior. Then there are Cowboys, some of which are throwing lariets, others sport holster and pistol sets. There is also a businesslike-looking bandit and a troop of West Point Cadets, making the line very complete. In addition to the play value which these items provide for the youngsters, adults find them well adapted to party favors, door prizes, gift package decorations and as ornaments on knick-knack shelves. The entire Bergen toy line, which is on display in Room 1023, Gift and Art Center 225 Fifth Avenue, New York, is represented by H. T. Williams, who needs no introduction to toy buyers. Mr. Williams has had a wide experience in the merchandising of soldier sets and is particularly enthusiastic regarding the new Bergen items for 1948. He extends a cordial invitation to the trade to drop in at his conveniently located showroom

CHAMPION APPOINTS ROTHFIELD

Sam Ervais, President of the Champion Sporting Goods Manufacturing Co of Philadelphia, Pa., takes pleasure announcing the appointment of Leonard E. Rothfield as General Sales Manager The entire line which consists of Baseball Gloves, Boxing Gloves, Footballs, Basketballs, Playballs, Home Goal Sets will be on display in Booth 32-33 and 40 at the National Sporting Goods Dealer Convention Show at the New Yorker Hotel the week of February 1, 1948. In addition to Mr. Rothfield, Champion has Don Gottlieb, 437 Ontario Street, Chicago, Illinois, Don Morrell and Co., 2037 N. Broadway, Fresno, California, H. Ross Wees, Claysburg, Pa., and Pacific Brokerage Co Honolulu, Hawaii.

EUGENIA DOLL BRINGING OUT SERIES OF BOXED SETS

As a result of the great success enjoyed by their boxed items introduced last year, the Eugenia Doll Co., N. Y., has announced that a series of these sets will be available during 1948

The first, out in plenty time for Spring selling, is the novel number called "Alice and the White Rabbit." This dramatization of the lovable characters known to children and adults alike throughout the world, is expected to be a "natural" for store promotions

Alice and the White Rabbit

Other boxed sets are in preparation and according to Fred Gardel, president of Eugenia, they may set a new trend in doll merchandising. All the latest Eugenia doll numbers can be seen at their new showrooms, 200 Fifth Ave., Room 534, in charge of Benj. Portugal

HALSAM PLANS PRODUCTION EXPANSION FOR '48

The Halsam Products Company and its affiliate, Elgo Plastics, Inc., Chicago by manufacturers, recently announced that production capacity is being substantially increased for the coming year. According to Paul H. Schollenberg, executive vice-president in charge of sales and advertising, 1947 demand for Halsam and Elgo toys far exceeded expectations. He said, "Even with the lumber shortage and limitations on plastic materials, both companies were geared to adequately meet the demand forecast for 1947 However, as the months passed, Halsam and Elgo products hit new peaks of popularity with the nation's toy buyers and consequently our production lagged. This was particularly prevalent in our block lines." Continuing, Mr. Schollenberg said, "At the first indication of this unforeseen swing to blocks, we opened all stops. Gradually production made noticeable inroads and supply rose."

In conclusion, he said, "Halsam and Elgo have set up a definite program for expansion of facilities. New and improved equipment is speeding production to the highest rate in our history. Our research and engineering departments are concentrating on new product development and manufacturing methods. These factors, combined with traditional Halsam-Elgo service will make 1948 a most satisfactory year for our accounts."

HENRY KATZ SELLS FOR AUTOMATIC TOY COMPANY

The Automatic Toy Company, Staten Island, New York, announces that they have appointed Henry Katz, 200 Fifth Avenue, as their sales representative. They feel that their choice of Mr. Katz to act as their sales agent is particularly fitting in view of the fact that he has long been regarded in the toy industry as one of the original pioneers in the merchandising of mechanical toys

The Automatic Toy Company is ready to enter the new year with substantially increased manufacturing facilities, and they will be ready for the Toy Fair with several outstanding new items. Considerable elaborate new equipment has been installed in their model plant including another battery of presses which will make for still speedier and more efficient production.

Auto Speedway, Automatic's 1947 headliner, will be back again in 1948 reinforced by a number of entirely new ideas in wind-up toys which B. N. Cantor, president of Automatic, predicts will soon find their way to the top of the best seller list

QUALITY ART'S 1948 CHRISTMAS LINE

Quality Art Novelty Co., Inc., announce their new Christmas Card Line for 1948. For twenty-eight years Quality has been a leading manufacturer of greeting cards for all seasons and occasions, to the wholesale distributors. Their new line is beautifully styled and designed. Box assortments, display rack assortments, and cabinet assortments are featured They also have a complete line of wooden floor cabinets for birthday and everyday cards, in addition to complete lines for all seasons and occasions General office and factory are located at 787 Eleventh Avenue, New York 19, N. Y.

KINGSTON
Manufactures The Most Complete Line of Ball Bearing Roller Skates In The Industry . . .

PRODUCTS CORP. —Dept. P. 1— Kokomo, Ind.

YOU CAN ALWAYS RECOGNIZE AN **ARTISTIC** TOY!

Distinctly Different!
30 New, Original Designs!

IF YOU WANT THE BEST
PICK THE ARTISTIC LINE

Sanitary and Washable

Artistic Toy Co.
101 W. LEHIGH AVE., PHILA. 33, PA.

BEAUTIFUL DOLLS

Hundreds of Them

at

DAVID H. FABER'S

"Famous Doll Lounge"

Room 532-200 Fifth Ave.
New York 10, N. Y.

1000 Rooms—1000 Baths

$3.00 to $6.00 single

New York's
Friendliest Hotel

WHERE YOUR COMFORT COMES FIRST

Here at the Prince George guests enjoy the homey luxury and genuine comforts seldom found in other New York hotels. You have your choice of 1,000 spacious, tastefully furnished rooms, all with bath. Five famous restaurants and a cafeteria. Quiet, yet within 3 minutes of the shopping district. New low rates make the Prince George New York's most outstanding hotel value. Write for booklet F.

Single room with bath from $3.00
Double " " " " $5.00

Prince George Hotel 14 East 28th St. New York 16, N.Y.

Charles F. Rogers, Jr. — *Manager*

TEXAN HOLSTER SETS
TOY PISTOL CAPS
SPARKLERS

SUPERB HALCO BRAND

Halco Texas Holster Sets—extra value and extra sales for you with these colorful leather holsters and best-made cap pistols.

Halco Superb Brand Bell Caps and Doughboy Single Shot Caps for profitable year-round volume—the quality cap the kids all ask for

J. HALPERN COMPANY
810 Penn Ave., Pgh., Pa., 200 Fifth Ave., N. Y.

OVER 30 YEARS OF FAMOUS QUALITY TOYS

- **New American Plastic Bricks and Checkers**
- **Popular American Bricks**
- **"Hewn" American Logs**
- **Embossed Safety Blocks, Checkers and Dominoes**
- **Plastic Blocks**

HALSAM

HALSAM PRODUCTS CO.
AND ELGO PLASTICS, INC.
CHICAGO 13 NEW YORK 10

For All-Year Sales, Feature Kelmar's

POW'R HOUSE CARNIVAL GROUP

Assembly Kits for Toys that GO!

★ ELECTRIC MOTOR ★ FERRIS WHEEL ★ SKY RIDE ★ AIRPLANE WHIRL

Manufacturers of the famous POW'R POP PISTOL

KELMAR CORPORATION
2189 S. FIRST STREET MILWAUKEE 7, WISCONSIN

for TWO generations . . .

A household word in American literature and folk-life

Sole Manufacturer

WILLIAM FULD Hanford and Lemmon Aves., Baltimore 2, Md.

YEARS AHEAD IN DESIGN • PERFORMANCE • FEATURES—

One glance tells you there's a brilliant new leader in the light motor field . . . one run, *and you know it's true!* You thrill to power that is incredibly smooth, flexible, quiet! You enjoy sparkling new features that give you an entirely new conception of light motor performance, convenience, handling ease! Here is the fuel gauge you've always wanted . . . and a score of other advancements including the amazing *Weedless Drive* that lets you highball through waters closed to other motors . . . gives you the all-clear through thick weeds and over rocks, snags, reefs . . . drives anywhere there is water to float your boat!

See Your Evinrude Dealer! Examine the new Sportwin and the complete Evinrude line for '48. Six great Evinrudes to choose from — three famed four-cylinder models — the right motor for every boat. Look for your dealer's name in your phone book under "Outboard Motors." Write for free catalog — address, EVINRUDE MOTORS, 5680 N. 27th Street, Milwaukee 9, Wis.

In Canada: Evinrude Motors, Peterboro, Ontario.

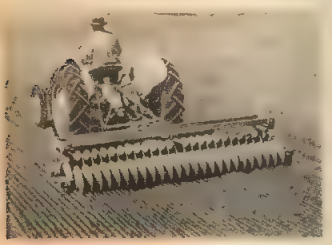
YOURS IN THE NEW SPORTWIN

— these advancements, and many more ● New alternate firing motor with basic new developments in carburetion for new flexibility and smoothness — 4.5 O.B.C. certified brake H.P. at 4000 R.P.M. ● New type Simplex Starter flushed into hood ● "Full View" fuel gauge ● Finger tip control panel with push button primer; carburetor lever automatically opens and closes fuel shut-off and fuel vent ● New type Fuel Filler Closure for faster, easier fueling — lever locked and leak-proof ● New Transom Trigger for instant vertical adjustment ● New type "Fore and Aft" carrying handles ● Weedless Drive with rubber shock cushioned propeller ● 360° steering with full reverse.

FIRST IN OUTBOARDS . . . 39th YEAR

EVINRUDE

DISCING—Dearborn Disc Harrows are popular fall implements in working corn stubble or plowed land for small grain seed beds. Gangs of this tandem disc are angled or straightened by Hydraulic Touch Control.



SOIL PULVERIZING—Dearborn Soil Pulverizers are designed for crushing troublesome clods and giving that finished look to your seed beds. Easy draft for fast work. "Differential" action of rollers permits easy turns without mounding dirt.

Announcing the **NEW DEARBORN LIFT TYPE TANDEM DISC!**

Now . . . a tandem disc that you can lift and lower by Hydraulic Touch Control! 10" ground clearance when raised permits fast road travel, eliminates blade damage. You can make short turns at field ends, saving time and fuel, and protect grassed waterways . . . due to easy Touch Control lifting.

STURDY, QUICK-ATTACHING DEARBORN IMPLEMENTS

Save Time in the Fall Rush

Working with the Ford Tractor, Dearborn Implements help you to speed your fall tillage in many important ways. Their rugged construction saves you many bothersome stoppages and costly repairs.

Quick-attaching saves time in changing from one implement to another. Ford Hydraulic Touch Control and the compact nature of tractor and implement give you fast easy maneuvering, even in tight quarters. And, furthermore, Implement Position Control gives you a new and improved way of maintaining the implement depth you want.

The Ford Tractor and Dearborn Implements *get the work done* . . . the way you like it . . . and on time.

Dearborn

FARM EQUIPMENT

See Your Dealer. Ask your nearby Ford Tractor dealer to show you these implements. He can tell you a lot more about them and the work they do with the Ford Tractor. See him also for genuine Ford Tractor parts and for implement and tractor service second to none.

DEARBORN MOTORS CORPORATION • DETROIT 3, MICHIGAN

Copyright 1948, Dearborn Motors Corporation.

Ford Farming MEANS LESS WORK . . . MORE INCOME PER ACRE

DEARBORN CULTIVATORS

for every ROW-CROP NEED

Take a good look at the Dearborn Rigid Shank Cultivator shown on the opposite page. It's hard to imagine a simpler design . . . just a strong steel frame onto which the rigid shanks are attached. There's practically nothing to go wrong. And, except for ground engaging parts there's nothing to wear out!

The Dearborn Spring Shank Cultivator shown on the right is built to precisely the same design except that it has spring instead of rigid shanks attached to the steel frame. This cultivator is especially adapted for stony or root-filled land.

But no matter which of these two types you prefer, the shanks can be easily and quickly spaced for all the row widths in which corn, cotton or tobacco are planted, as well as potatoes and many other vegetables. There are many types of shovels, sweeps or shapes to choose from.

For those farmers who may prefer front-end cultivators, Dearborn front-end attachments in either spring or rigid shank design are available. These are shown at the right.

DEARBORN MOTORS CORPORATION • DETROIT 3, MICH.

The simple design of this Dearborn Spring Shank Cultivator and its rigid shank companion on the opposite page is readily apparent. They are both built so that there's nothing for you to "assemble" when you attach them to the Ford Tractor or "take apart" when you finish cultivating. Only 60 seconds or less for either job!

Front end attachments are available in spring or rigid shank design. These units are mounted in a few minutes. They are controlled hydraulically with the rear units which cultivate behind the rear tires and in the area between the rows.

Dearborn

FARM EQUIPMENT

See Your Dealer. Ask your nearby Ford Tractor dealer to demonstrate the Ford Tractor and its matching Dearborn Implements. See for yourself what this equipment could mean on your farm. Ask him to show you his parts and service set-up. You'll see he is a good man to know better . . . a good man to do business with.

See him your next time in town.

RIGHT 1948 DEARBORN MOTORS CORPORATION

THESE 3 BIG ADVANTAGES

1. It lifts and lowers implements at a touch

This feature will save you time and work a dozen times a day. When going to and from the field . . . when turning at row ends . . . when crossing grassed waterways, or backing into tight corners. No stiff awkward levers to set, no rope controls to pull

2. It gives you Automatic draft control

In a field with uniform soil conditions, even though *ridged* or *uneven*, you simply set the Touch Control Lever and the Ford constant draft feature automatically assures uniform depth of plowing. When the soil changes, from light to medium or heavy, you simply reset the touch control lever to maintain depth you want.

3. It gives you Automatic depth control

On land that is fairly smooth, whether flat or on hillsides, you use a great new Ford feature called "Implement Position Control." Just set the Touch Control Lever once and you get uniform depth automatically, even when the soil varies greatly. Helps you save time and work—and do a better job in the bargain.

Ford Farming MEANS LESS WORK . . . MORE INCOME PER ACRE

Modern Engineering brings a revolutionary

FARM ELEVATOR that is AN ALL-SEASON TOOL

HANDLES ANYTHING

from Small Grain to Baled Hay . . . 4-Position Sides can be folded or unfolded in 1 minute to fit any farm elevating job—taking out of as well as putting into storage. Cross-section views at right show how elevator sides are adjusted to handle bags as well as grain and bales.

SIDES CAN BE SET TO 4 POSITIONS

Full-open for baled hay, bags, bundles of grain or fodder, and similar bulky material

3/4-open for bags of grain, tankage, seed, feed fertilizer

1/2-open for ear corn vegetables, coarsely chopped forage

Closed for small grain shelled corn beans, peas, groundfeeds, ears finely chopped forage etc.

MOVES EASILY—ANYWHERE

. . . useless weight eliminated by welded construction and use of modern rust, weather and abrasive resistant high tensile alloy steel—the same progressive engineering which produces such modern miracles as streamlined trains. For example, welded tubes are used for frame members instead of the much heavier but no stronger structural steel commonly used. When the Harvey is in folded position, it balances on two wheels so accurately that you can move it around with amazing ease by hand.

1 CHAIN DOES WORK OF 2

with new bind-proof cleats and welded trough. Modern engineering has produced for the Harvey an elevator chain that is as simple as a hay-rope. Never any problem of keeping two chains even. Cleats automatically remain square. New bindproof design prevents sticking and straining. Chain is made of strip steel of special analysis for toughness and strength.

FOLDS UP FOR STORAGE

in 20 ft. shed . . . can be done by one man in 3 minutes. Yes, at last, an elevator that can be stored away as easily as a wagon. Takes only 6 by 20 feet of floor space.

So well balanced you can wheel it around like a feed cart

You can shove the table and elevator right into a crib door.

BUILT BY THE MAKERS OF FAMOUS HARVEY HAMMER MILLS and CORN SHELLERS

Illustrated is special bale table in place of standard, free-pivoting grain feed table.

TEAR OUT AND MAIL NOW!

HARVEY MFG. CO., INC.
RACINE, WIS. D-6

Please send me complete information about the New Harvey Elevator, without obligation.

Name . . . . . .

Address . . . . . .

Town . . . . . .

County . . . . . *State*

My Harvey Dealer's Name is . . .

Harvey RACINE

MAIL COUPON TODAY! Get all the facts on this amazing new Harvey Elevator—all the detailed reasons why it does any farm elevating job faster—why it will save you work every month of the year.

HARVEY MFG. CO., INC., RACINE, WIS.

LIVESTOCK

silage total was three tons for the limited-grain steers—about twice as much as the others.

Perhaps these figures will help you decide how you want to handle the cattle you have in the lot.

Anaplasmosis Treatment

New hope for controlling anaplasmosis, the blood disease in cattle, comes from laboratories of the Oklahoma Veterinary Research Institute.

Here scientists have found two drugs (both, incidentally, developed to fight human malaria) which look like bad news for anaplasmosis. One, quinoline diphosphate, cured 85% of the cattle treated. The other, paludrine, also shows much promise.

Institute Director Herman Farley emphasizes that all cured animals retained a "carrier" infection. However, anaplasmosis is not known to affect humans, and recovered animals are perfectly safe for meat.

Both quinoline diphosphate and paludrine are now being made in small quantities, and should be available to veterinarians in a few months.

Mixed Supplement Better

Is it cheaper to feed tankage straight, or to mix it with a vegetable protein supplement for hogs?

An answer comes from the Pennsylvania Experiment Station, where two-year comparisons have been made of a low-protein tankage-soybean oil meal mixture and tankage alone. In both tests the mixture (equal parts) was better. Gains were faster and cheaper.

The first year the pigs were fed in-

Take Your Pick

How much older is the pig on the right? Well, they are litter mates, and received the same feed and care at the Michigan Experiment Station. However, the 100-pounder (right) was treated with sodium fluoride for internal worms, and sprayed with benzene hexachloride for mange. The little fellow on the left weighed 32 pounds. Both pigs ran on worm-infested ground.

9. Fiery Parakeet. *(Platycercus ignitus)*

Colorful Toys for Little Tots

(L) (M) (N) (P) FISHER-PRICE TOYS . . . Scientifically designed for young children to give the color so appealing to them; lots of action and musical sounds in each toy.

(L) TEDDY BEAR XYLOPHONE. Pull him along and he raps out merry tunes as his arms go up and down, back and forth across the 5 nickeled metal keys. Wood wheels, bear, and base are brightly enameled and lithographed. Harmless colors. 9 in. long, 4½ in. wide, 11 in. high
48 W 1340—Shipping weight 2 lbs. 8 oz. 1.47

(M) TOY WAGON. Panies prance up and down when wagon is pulled, and bell rings merrily. Wagon is large and roomy to hold blocks or toys . . . insures lasting fun. Wood throughout, brightly lithographed panies and wagon sides, enameled wheels. 18 in. long, 7½ in. high, 5 in. wide.
48 W 1392—Shipping weight 3 lbs. 1.98

(N) ELSIE'S MILK TRUCK. Little "Beau-Regard" bangs away on the bell as the truck is pulled along. A new toy, made of wood, brightly lithographed. Enameled wood wheels. Two dummy milk bottles in the truck to be delivered. Size 9¾ in. long, 5½ in. high.
48 T 1379—Shipping weight 2 lbs. 8 oz. 1.39

(P) JOLLY ELEPHANT. Looks real enough to eat peanuts. Rolls along swinging his head and coil spring tail. Gives forth a gay "tinkle-tune" at the same time. Wood wheels are enameled red. Wood body lithographed in bright colors. Size 12 in. long, 8 in. high
48 T 1378—Shipping weight 2 lbs. 8 oz. 1.99

(R) 5-PIECE WOOD TRAIN. Small tots can pull it along the floor, no tracks needed. Gaily colored locomotive, tender, 2 coal cars, refrigerator car, caboose . . . 34 in. long overall. Wood wheels, steel axles. Cars couple. Harmless, fast colors. Made by "SYRACUSERS."
48 T 1257—Ship. wt. 1 lb. 8 oz. . . . 1.49

(T) BIG MUSICAL TOP . . . 9½ inches across, 9 inches high. Brightly lithographed metal with a wood plunger handle. Easy for small child to pump handle up and down. Top spins with a musical "hum-m-m." Fun to watch; colors ever-changing.
48 T 411—Ship. wt. 1 lb. 10 oz. 89c

(U) INLAY PUZZLES. Child learns colors and shapes, hand-eye co-ordination as he fits pieces into 3/16-inch thick Tekwood plaques (wood laminated with paper). Backs keep pieces from falling out. Four subjects: Duck, Elephant, Rabbit, Pony. Each 11¾ by 9 inches; each puzzle cellophane wrapped.
48 T 630—Shipping weight 4 lbs. . . . 4 for 1.29

(V) EDUCATOR SPELLING BLOCKS. Put picture and name of animal in rack . . . child matches by spelling with other blocks. About 40 letters, on 28 blocks. The much used letters are given several times. Letters, pictures stenciled on both sides of blocks. Lacquered wood, 1⅝x 2½x7/16 in. Enameled wood rack 12x3½ in.
48 T 433—Shipping weight 1 lb. 12 oz. . . . 1.29

(W) (X) COMICAL ELEPHANT AND DONKEY. They do all sorts of tricks that have nothing whatever to do with the political situation. Just press disc under the platform, the animal flops around in the most amazing poses. Provide hours of fun for the young and old alike. Made of wood in bright colors. Parts joined by rayon cord. Donkey has noisemaker

48 T 1297 Elephant
7 in. high. Ship. wt. 8 oz. 85c

48 T 1298—Donkey.
6 in. high. Ship. wt. 8 oz 85c

VARIETY

FEW PEOPLE realize how many different kinds of taxes they pay and how many different branches of the government take part in collecting and spending these taxes. In New York City there is a sales tax of 2% and of course the retailer must pay taxes on profits, franchises, and all sorts of things. The wholesaler does the same. Transportation companies contribute their share. The manufacturer pays his taxes and this goes right back to the time when the ore was dug out of the ground and the tree was cut down

RELIEF?

IT IS THE most wishful kind of thinking to believe that any number of these taxes are to be discontinued or even reduced in the near future. Our entire method of government and of living will make such a thing impossible for many years to come. We must readjust ourselves to present conditions and we must do it quickly. We cannot live now or in the future in the way we did during the Gay Nineties or the Roaring Twenties. The world is going through a stupendous change and that change affects every man, woman and child in every country on the globe. There is no escaping it and there is no way in which we can go back to what we call "the good old days" either for ourselves or for those about us. We must adjust our lives and our ways of doing business to conditions as they exist today or to the conditions that may exist tomorrow.

CONDITIONS TODAY

IN ALL THIS talk about costs, wages and taxes I am leading up to what I think is one of the most important messages I can give you today. And this message is that never before in your life have you been faced with a more serious situation or lived in a time when you must exercise every faculty you have and as much time as you possibly can to studying and adapting yourself to conditions of today rather than trying to go over a lot of tables or scrap books and try to bring about the conditions you had to face a few years ago. This situation calls for a thorough housecleaning. We must, all of us, get rid of many old-fashioned notions, many old-fashioned methods and many prejudices. We must look at things as they are and not as we would like them to be. Basically our market in toys, dolls and games is far greater than it ever has been. Increase in births is phenomenal and the increase in purchasing power is tremendous. There are many more children to be satisfied and it takes much more money to satisfy each individual child. We must have the merchandise to fulfill this greatly increased demand and we must have it at the point where the demand exists. If old-fashioned methods fail to accomplish this effect, then new methods will do so, new stores will replace the old.

FISHER-PRICE TOYS

Teddy Zilo (Fisher-Price No. 752) a year 'round, staple-selling toy, retails for $1.50

● MY NAME is Teddy Zilo, but I'm speaking for all the other toys in our Fisher-Price family. I'm speaking particularly to the thousands of toy buyers who were disappointed last year in being allotted only about 2/3 of the Fisher-Price toys they wanted. My boss, Mr. Herm Fisher, says the only way he can get more toys to you is by getting Christmas production going full blast right now in January. But he doesn't have the warehouse space to store us long. However, if you would accept shipment of even 1/2 of your Christmas toys in February, March, April or May, he would be better able to satisfy your needs. This would certainly up your profits. Having us, you'd show us . . . . and surprise even yourself by your early sales!

WRITE FOR INFORMATION REGARDING SPECIAL ADVANTAGES OF ORDERING YOUR CHRISTMAS TOYS EARLY

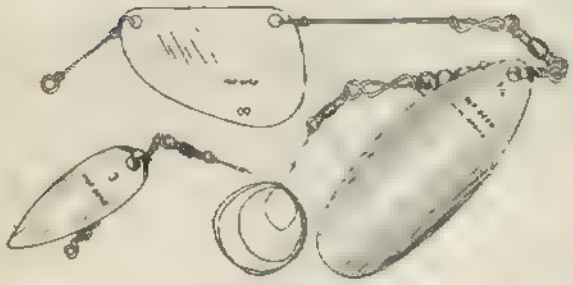
FISHER-PRICE Toys INC.

EAST AURORA . . . ERIE COUNTY . . . NEW YORK

N. Y. Office: Suite 417 . . . . 200 Fifth Avenue Building

SPINNERS

POP GEER TROLLS



CALIFORNIA TROLLS

Fitted with medium size plastic rudder, with small and large flasher blade, brass or nickel finish, connected to stainless wire leader. Length overall, 41¼ inches.

No.	Wt. each	Per doz
California	1½ ozs.	$20.80

One in an envelope

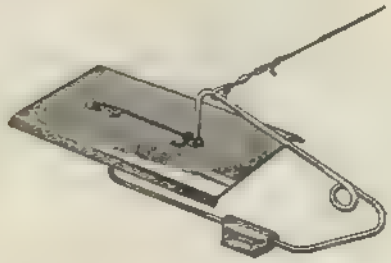
OREGON TROLLS

Same as California Trolls with brass finish blades, but without the plastic rudder. Length overall, 35 inches.

No.	Wt each	Per doz.
Oregon	1 oz.	$20.80

One in an envelope

WESTERN TROLLING PLANER



Eliminates usual lead weights. Releases drag when fish strikes, by tripping automatically, and automatically resets after tripping by simply slacking off line a few feet. Size, 3½x5 inches. Packed six in a carton, assorted; two nickel; one brass; one red; one blue and one aluminum finish.

No.	Wt per ctn.	Each
295	4 lbs.	★$2.95

Six in a carton

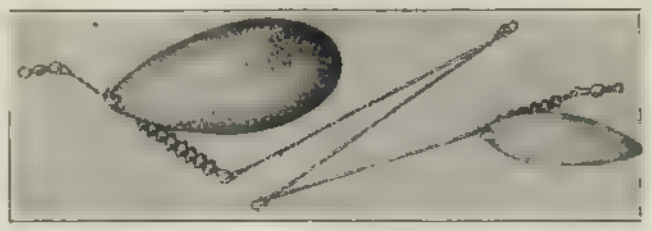
LUHR'S HIGH LAKE

A super flasher lake trolling spinner with large blade, combination hammered brass and nickel and small blade half nickel and half brass finish. Fitted with red plastic beads. Full length, 23 inches. Each lure packed in cellophane bag.

No.	Wt. per doz.	Per doz.
High Lakes	16 ozs.	$18.48

One dozen in a carton

LUHR'S LUCKY LUHR



A super flasher lake trolling spinner with large oval blade, combination hammered brass and nickel, and small blade half nickel and half brass finish. Fitted with red plastic beads. Length overall, 23 inches. Each spinner packed in a cellophane bag.

No.	Wt. per doz.	Per doz.
Lucky Luhr's	14 ozs.	$18.48

One dozen in a carton

LUHR'S FORD FENDER

MODEL A

A flasher lake troll with hammered nickel large blade, and combination nickel and brass small blade. Fitted with red plastic beads. Length overall, 22 inches. Each spinner packed in a cellophane bag.

No.	Wt. per doz.	Per doz.
Ford Fender	16 ozs.	$18.48

One dozen in a carton

★ Factory Suggested Resale Price

SPINNERS AND SPOONS

BASS SPOONS

CHUM

A nickel silver blade, highly polished chromium plate finish, both sides. Extra strong spring tempered to produce a wiggling, wobbling and darting action. A popular striped bass spoon, fitted with an extra strong hook that can easily be replaced if accidentally broken. Very effective when used with Pflueger's Tail-Hook Pork Rind bait. Size 4 spoon fitted with No. 5/0 hook, size 5 spoon fitted with No. 7/0 hook and size 5½ spoon fitted with No 8/0 hook.

No.	Size	Wt. per doz.	Per doz.
7132	4	1 lb.	★$ 8.40
	5	1 lb.	★ 10.80
	5½	1 lb.	★ 12.00

No. 7138

Same as No. 7132, but full brass finish.

No	Size	Wt. per doz.	Per doz
7138	4	1 lb.	★$ 8.40
	5	1 lb.	★ 10.80
	5½	1 lb.	★ 12.00

No. 7139

Same as No. 7132, but white enamel body with red head.

No.	Size	Wt. per doz.	Per doz
7139	5	1 lb	★$12.00
	5½	1 lb	★ 13.20

One in a box, six in a carton

F. S. T. FREAK

A wobbler type trolling spoon, fitted with extra strong Monel barrel swivel, silver soldered solid steel rings, and Mustad Siwash three x salmon hooks. Available in all brass, all silver, and 50/50 brass and silver finish.

No. 5 with size 6/0 hook and 4-inch blade; No. 6 with size 7/0 hook and 4½-inch blade.

Brass or Silver Finish

No.	Wt. per doz.	Per doz
5	12 ozs.	$10.80
6	18 ozs	12.00

Combination Brass and Silver Finish

No.	Wt. per doz.	Per doz.
5	12 ozs.	$12.00
6	18 ozs.	13.80

One dozen in a box

TUWAY SPOONS

A dual purpose spoon that may be used either for striped bass or salmon fishing. Attach hook on narrow end of spoon for bass and wide end for salmon. Made in finishes all brass, all silver and silver with red head.

No.	Wt. per doz.	Per doz.
Tuway		
All Brass	20 ozs.	★$12.00
All Silver	20 ozs.	★ 12.00
Red Head	20 ozs.	★ 12.00

One in a box
One dozen in a carton

MULTILITE

A deep water trolling lure which is to be attached to a medium size snelled hook baited with angle worm or any other bait. Blades attached to 8-inch rust-proof steel wire leader and strung with six salmon egg colored crystal beads. Size 5 blade is oval shaped and sizes 12 and 18 blades are pointed at each end. No. 4522 has nickel plated fluted blade and No. 4528 has brass finished fluted blade. Size 5 blades measure 2½ inches long; Size 12 blades 3¾ inches long, and Size 18 blades 5¼ inches long.

No.	Wt. per doz.	Per doz.
4522/5	9 ozs.	★$6.00
4522/12	11 ozs.	★ 6.00
4522/18	18 ozs.	★ 7.80
4528/5	9 ozs.	★ 6.00
4528/12	11 ozs.	★ 6.00
4528/18	18 ozs.	★ 7.80

One dozen in a carton

DAVE DAVIS

A two-blade flasher on a three-foot wire leader. One large and one smaller blade with red beads under each blade with swivel on one end and the other end is looped for snelled hook. Finish: All hammered brass and silver

No.	Finish	Wt. each	Per doz.
S-B	Brass	2 ozs.	★$10.80
S-S	Silver	2 ozs.	★ 10.80

One in an envelope

JACK-O-DIAMONDS

Stamped in diamond design to increase effectiveness. Piano Wire leader is strung with red cut glass beads under each blade. Swivel on one end with loop for snelled hook attachment on other end. Full length over all, 22 inches. Finishes: All brass and all nickel.

No.	Finish	Wt. each	Per doz.
S	Brass	2/3 oz.	$18.48
S	Nickel	2/3 oz.	18.48

One in an envelope

★ Factory Suggested Resale Price

SENSATIONAL SELLING "Flagg Doll House Dolls"

Grandma 4"—$1.25 | Maid 4"—$1.25 | Cook 4"—$1.25 | Nurse 4"—$1.25 | Col. Baby 1¾ —$.75 | W. Baby 1¾"—$.75

Here is the most popular and finest line of miniature dolls made . . . sell-outs wherever shown!

PRICES SHOWN ARE RETAIL. APPROPRIATE DISCOUNT TO RETAILERS.

Mother 4"—$1.25 | Father 4"—$1.50 | Grandpa 4"—$1.25 | Girl 3"—$1.00 | Boy 3"—$1.00

A complete, new and improved line now available.

Hand painted, hand dressed in delightful costumes.

Flexible, life-like washable plastic body, arms and legs.

Individually boxed.

JOBBERS: We have a special jobber set-up that will be of definite interest to you. We invite your inquiries.

PLACE YOUR ORDERS PROMPTLY FOR GUARANTEED EARLY DELIVERIES

Illustrated are but a few in Q.T.'s large selection of original doll creations.

SEE THE COMPLETE ASSORTMENT OF PERFECT SCALE MINIATURE

Q. T. DOLLS
AT THE
TOY FAIR
Room 839, Hotel McAlpin
From March 8th - 20th

Q. T. Novelty Company

P. O. BOX 54, STATION F • NEW YORK 16, N. Y.

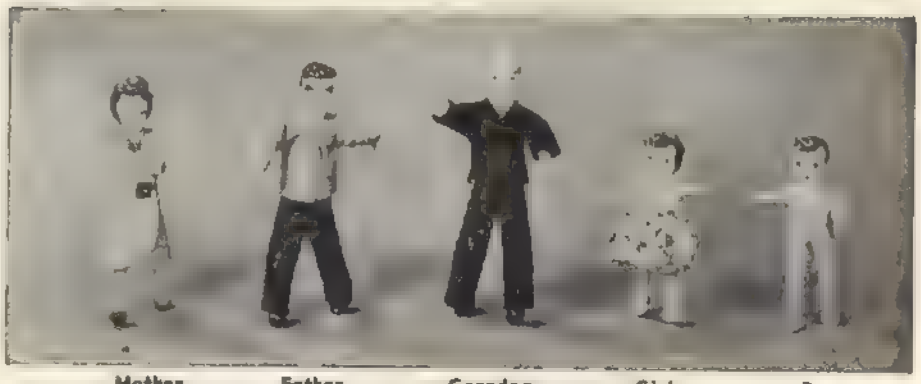
Exclusive Distributors

SENSATIONAL SELLING "Flagg Doll House Dolls"

Grandma	Maid	Cook	Nurse	Col. Baby	W. Baby
4"—$1.25	4"—$1.25	4"—$1.25	4"—$1.25	1¾"—$.75	1¾"—$.75

Here is the most popular and finest line of miniature dolls made . . . sell-outs wherever shown!

PRICES SHOWN ARE RETAIL. APPROPRIATE DISCOUNT TO RETAILERS.



Mother	Father	Grandpa	Girl	Boy
4"—$1.25	4"—$1.50	4"—$1.25	3"—$1.00	3"—$1.00

A complete, new and improved line now available. Hand painted, hand dressed in delightful costumes. Flexible, life-like washable plastic body, arms and legs. Individually boxed.

JOBBERS: We have a special jobber set-up that will be of definite interest to you. We invite your inquiries.

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Exclusive Distributors

COTTON FILLED
Midget Parade
SANITARY • WASHABLE

THE FAMOUS
TRADE MARKS
That Symbolize Fast
Volume Sales

COTTON FILLED
Midget Zoo
SANITARY • WASHABLE

ATLANTA NOVELTY MFG. CORP.

Announces The Appointment Of

JIM PASTERNAK

AS SALES MANAGER

•

See "JIM" and Our Big Value Line Of

SANITARY, WASHABLE

DOLLS AND ANIMALS

At The Toy Fair

HOTEL BRESLIN
ROOM 426

•

Sensational Best Sellers

To Retail from **79¢** UP

For Jobbers, Mail Order, Chain and Variety Stores, Department Stores.

ATLANTA NOVELTY MFG. CORP.

324 LAFAYETTE STREET NEW YORK 12, N. Y.

the center of toy activities . . . Breslin Toy Mart

The Breslin Toy Mart is the ideal location for your showroom or office . . . amidst the men who speak the same "profit lingo" as you—the foremost manufacturers and representatives in the toy industry.

Ideally situated offices . . . one block from Fifth Avenue . . . easily accessible to all transportation.

To these conveniences, add beautiful showrooms and offices . . . choicest hotel accommodations—surely a buyers' paradise . . . and the profit center of toy activities!

Why not join the many other satisfied toy manufacturers and representatives who make their headquarters at the Breslin Toy Mart?

A few select showrooms and offices are now available.

BRESLIN TOY MART

1186 BROADWAY

NEW YORK CITY

Cash in on the most powerful promotion in the history of toy merchandising

"The gun FLASH GORDON designed"

Copyrighted 1948, King Features Syndicate, Inc.

24 million potential customers . . . for YOU. That's the story of the most unique merchandising "tie-up" in toy history.

*24 million readers of the thrilling **Flash Gordon** comic strip eagerly followed Flash's weekly adventures as he developed an amazing new "Air Ray gun".*

And now Flash Gordon's own gun is ready for your customers, exactly as pictured in the weekly funnies.

*Cash in on this spectacular promotion. Feature the Flash Gordon **Air Ray** gun in your windows, on your counters, and in your advertising. Have Flash help YOU make sales history.*

FLASH GORDON AIR RAY GUN

Attractive target counter cards, window strips, newspaper mats, and other sales helps are available to you on request.

For information about jobbers and distributors, write or wire:

THE BUDSON COMPANY
CHULA VISTA, CALIFORNIA

POPULAR CHILDREN'S FAVORITES

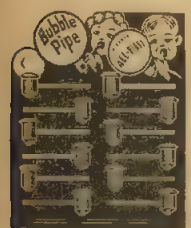
Kites Books Airplanes

No. 112B1—Mystery Stories. Here is a bargain that just can't be passed by Consists of all the blood-curdling spine-chilling mystery stories you've seen on the magazine and news stands retailing for 25c each. We are now offering them to you so they can be sold for less than half the previous retail price Books are in popular pocket size with titles such as: Invitation to Murder, Death in The Sun, You'll Die Laughing, etc Remarkable new bargains that new can retail for 10c each Put up one dozen assorted stories in each carton.
Per dozen ..... 85¢

NEW 112M2438—Flash Gordon Champion Kite. Three great sales features combined into one Kite "Jet propelled." It has open, cylinders fore and aft. Built like an airplane—flies like an airplane. Made of heavy pressed Stratol paper that will outlast ordinary kites by far. A four reason kite that does in the slightest breeze Requires no running and can be made to loop, dive, maneuver with just a slight manipulation of the kite string Width, 21¾ inches. Features large picture of Flash Gordon well known to every American boy Put up one kite unassembled in sleeve type container Quickly and easily assembled with enclosed instructions.
Per dozen $1.20

No. 2933—Squeeze-A-Squirt. Kids really go for this entirely new squirt gun novelty No metal parts—no moving parts. Fill the transparent plastic tube with water insert the cork in place and fire away A slight pressure on the tube emits a powerful jet of water for an amazing distance Supplied in assorted bright colors to get the eye of young customers Length 4 inches. Diameter, ½ inch Mounted one dozen on an attractive sales-display card
Per dozen .. ... 40¢
Per gross . $4.50

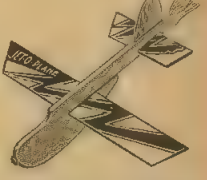
No. 112M2437—Buck Rogers Strato-Kite. The one and only four-reason Kite Will soar, loop, dive, maneuver with just a slight manipulation of the string The kite that flies like a jet-propelled plane The least breeze launches the "jet-propelled" Strato-Kite to unbelievable heights Made of heavy processed Stratol paper that will stand a great deal for abuse Features picture of Buck Rogers a famous comic strip character admired by every red-blooded American boy. Put up one kite, 18 inches wide, unassembled in attractive flashy sleeve type display container. Quickly and easily assembled with enclosed instructions
Per dozen $2.00



No. 888—Plastic Bubble Pipes. All the children like to blow big iridescent bubbles with these fine bubble pipes Made entirely of safe sanitary plastic In assorted two-tone colors Easy to clean promotes cleanliness. Put up one dozen on flashy attention-getting display card.
Per dozen . 40¢

No. 112M2480—Rocket Ship Kit. An item that acts as a magnet to draw in the juvenile trade Made of extra heavy tissue paper in assorted eye-catching colors Has flashy illustration of rocket ship in full flight on front Very easily assembled It comes complete with two thick cross pieces of smoothly polished wood notched for convenience in attaching to corner strings Will fly high and dip, swoop, dive, turn and do many amazing maneuvers by just a simple manipulation of the string Size, 23 x 39 inches
Per dozen . 80¢ Per gross $9.00

No. 112B2—Comic Books. Largest bargain assortment on record! Formerly 10c these books have been reduced to retail at the new price of 7c. Young and old will clamor for these fun filled pages featuring such favorites as Blondie, Mandrake The Magician, Tippie and Cap Stubbs, The Lone Ranger, Bus Sawyer, Popeye, Secret Agent X-9, and scores of others we see in the daily funnies Regular 10 by 7 inch sized 52 to 60 page comics with laughs on every page. Packed 24 to a box, with at least 12 different numbers in each carton.
Per box $1.10



No. 112M2448—Jet-O-Plane Throw it! Watch it soom! Jet propelled effect glider Jet Propulsion Flame Streamer attached to stabilizer gives effect of the real P-80 Shooting Star in the sky Made of quality lightweight balsa that will not damage walls or furniture in case of a crash landing Packed in bright colored cardboard box are the 13½-inch fuselage, 16-inch wings, stabilizer and rubber with complete instructions for easy assembly This number can't miss!
Per dozen $1.95

No. 112N1215—Sure Shot. A dandy item for school stores novelty shops, etc. Safe and accurate. It shoots 100 feet with remarkable accuracy. Made of smooth birchwood in assorted colors Supplied with one shooting tab, two thick stretchy rubber bands and two 6-inch rubber tipped arrows, all on colorful point-of-sale display card
Per dozen .. . . .. 80¢
No. 112N1214—Sure Shot Same as above but one shooting tab, one rubber band and one rubber tipped arrow to a set.
Per dozen .. 40¢
No. 11BS1026—Sharp Shooters. Similar to above but more economically made Put up 144 to carton with necessary rubber bands and rubber arrow tips
Per gross 95¢

Here's our *New 24' PROWLER!*

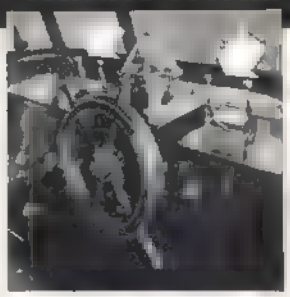
Long famous for their sea-keeping speed and comfort, Forest E. Johnson "Prowlers" for 1948 are better than ever. The "Prowler" shown herewith, 24' x 9'6" beam does 40 miles per hour with twin Chrysler Crowns or 125 Gray engines. Ideal for cruising or fishing. Two berths, toilet, ice box and sink. Fish box built into after deck. Top removable. Like more details? Write or wire:

Forest E. Johnson BOAT WORKS

CUSTOM BUILT BOATS UP TO 40 FEET • 325 N. W. So. River Drive, Miami 36, Florida

SPERRY

HYDRAULIC REMOTE CONTROL SYSTEM



Smooth Positive Throttle Action

Sperry Type F controls used for clutch and throttle control of two GM Diesel series 71 engines.

Wherever pleasure craft cruise, you'll find satisfied owners who attest to Sperry's:

ACCURACY—one quarter of a degree through an effective operating arc of 60°.

DEPENDABILITY—proof against moisture and dust, resistant to corrosion.

EASY INSTALLATION—receiver and transmitter connected by a single flexible tube.

For complete information, write for Bulletin 2000-M.

SPERRY **SPERRY PRODUCTS, INC.**
Hoboken, New Jersey

SP-110

NEW RACING MATE

Size A-1 oz. Size B-1½ oz.

A cheek block in sizes to match the famous RACE-LITE blocks and fittings. Made of stainless steel and synthane, they are only *1/5* the weight of similar blocks in bronze! Tested with loads over *1000 lbs.* they have taken a real beating.

Size "A"-1/4 & 5/16 line
Size "B"-3/8 & 7/16 line

RACE-LITE
T. M. REG. U. S. PAT. OFF.

RACE-LITE DIVISION, KELLOGG MARINE, INC.
Saugatuck, Conn.

Promise Yourself . . .

THE RIGHT TIME ABOARD YOUR BOAT

Whenever you're cruising smoothly along a course, *the right time* is mighty important . . . as every sea-faring man will tell you. That's why Marine Clocks by Seth Thomas* have earned enthusiastic acclaim of mariners everywhere.

You see the Seth Thomas Ship's Bell on just about every type of ship afloat . . . large and small. And in homes, too.

It's a beautiful clock . . . precision-built by craftsmen. See this and other fine models at your dealer's. Write for illustrated brochure. Seth Thomas Clocks, Thomaston, Conn.

SHIP'S BELL-4 in polished cast brass case. Has 8-day, 11-jewel movement. Strikes ship's bells. Temperature-compensated escapement; non-magnetic Breguet-type hairspring. Moisture-proof wheel bard, $95.00, tax extra. Below, same model without wheel base, $90.00, tax extra. Both clocks have drilled flange for attaching to bulkhead, panel or wall

Seth Thomas
Marine Clocks

A product of GENERAL TIME *Instruments Corporation*

*Prices subject to change

*Reg. U. S. Pat. Off.

LAKE MICHIGAN BREEZES

By Harold F. Wood

▶ The lonely cry of gulls is now the only sound in all our harbors from Calumet to Mackinac, save perhaps for the chugging of a hardy fish tug here and there. Even the shipyards are deserted, for the balm of October gave way sharply to a cold November which ended under the zero mark

▶ The Age of Sail is about to collide with the Air Age at Burnham Park, Chicago, where the new airfield is nearing completion. For safety's sake, an area 500′ wide and extending 500′ south of the southern end of the runway is to be forbidden to all boats having any structure over 15′ above the water and a similar area extending another 500′ southward must be avoided by all boats with spars 30′ or higher. While this harbor can still be entered by any craft after this regulation is in effect, it will be less convenient for larger sail boats. However, Burnham should continue to be popular for power boats and the smaller sailing craft. It is understood the Park District has offered the Burnham Park Y.C. a new location just south of the dock on the west side for a clubhouse as the present building will soon require extensive rebuilding. The choice remains with the Club but many appear to favor the proposed site.

▶ On November 12th around 200 yachtsmen attended the meeting of the Chicago Park Commissioners to argue against the stiff increases of from 20 per cent to 200 per cent proposed in mooring fees in all Park District harbors. The principal objection is the allocation of certain heavy expenses, deemed by yachtsmen to be properly borne by taxes, to special services for yachtsmen. The claim is that actual costs incurred by reason of mooring facilities approximates $15,000 per year while mooring fees have recently approximated $42,000 per year. While no action has yet been taken, it is believed at this writing that the arguments were well received and that the proposed increases may be abandoned or modified. The yachtsmen who most ably presented these facts, including H. F. MacNeil, Herman V. Mell, L. A. Wheeler, and Robert Whalen of the Central Marine Chamber of Commerce, deserve great credit.

▶ Willard M. Hock, of the Gary B.C., was elected commodore of the L.M.Y.A. at Racine on November 1st; vice commodores elected were Eddie Schnabel (sail), and James A. Hudson (power), and rear commodores, Dr. James Blackwood (sail), T. M. Blackwood (power). James H. Fahey was elected secretary, Leslie E. Schaeffer, treasurer, and Louis Quarles, judge advocate. Ted Dunlap, Jackson Park Y.C., was made delegate to the NAYRU, while Dr. James Blackwood, L. L. Karas and Edward Schnabel were made delegates to the YRU of the Great Lakes. The L.M.Y.A. Regatta, traditionally held the weekend of July 4th, will be held at Macatawa Bay every year henceforth instead of at a different club each year as has been the practice. In 1948 the measurement rule of the Cruising Club of America will be used instead of the present L.M.Y.A. rule, to conform with other parts of the country.

Revitalized Tumlaren racing is promised by the newly formed Tumlaren Association of Lake Michigan which has elected Charles Krug, of Chicago, commodore; Charles Heckert, of Kenosha, vice commodore; and Walter Bauer, of Michigan City, governor.

▶ Last month we reported the winning of the R Class championship by Herman Van Mell in *Ardelle*, intimating it was quite a personal triumph for Van. It seems this was the only thing right about the item. We are now informed that Walter Bitter is co-owner of *Ardelle* and hence entitled to a share of the honor but that there is not too much to share as *Ardelle* is such a boat as even Mortimer Snerd should sail to victory. It also seems that Lew Gilbert in *Safara* was finally given second place which first reports had given Eddie Schnabel in *Yankee*. We hope this straightens things out.

15. Four-coloured Kingfisher. *(Halcyon quadricolor)*

Francesse Doll Company

Manufacturers of

11-inch to 26-inch DOLLS

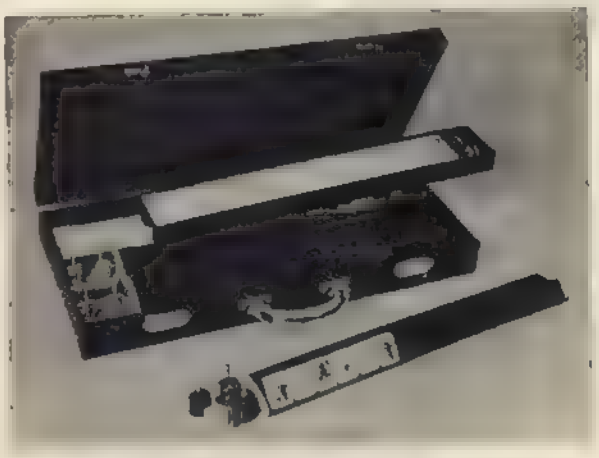
Suntan-Colored and White Baby Dolls Brides, Bridemaids and Nuns

Soft Body, Composition, Baby Skin Latex Arms and Legs • Plastic Heads

Showroom:
Hotel Breslin, Room 306
A. L. Fishback
MUrray Hill 6-8509

Factory & Office:
1758 Third Avenue
New York 29, N. Y.
LEhigh 4-5952

MAH JONGG CATALIN SETS



ROYAL BRAND

Ivory Catalin or two-tone. Both embossed or engraved. Various numbers to choose from.

Game Now More Popular Than Ever.

Wire or write for full information to assure immediate delivery.

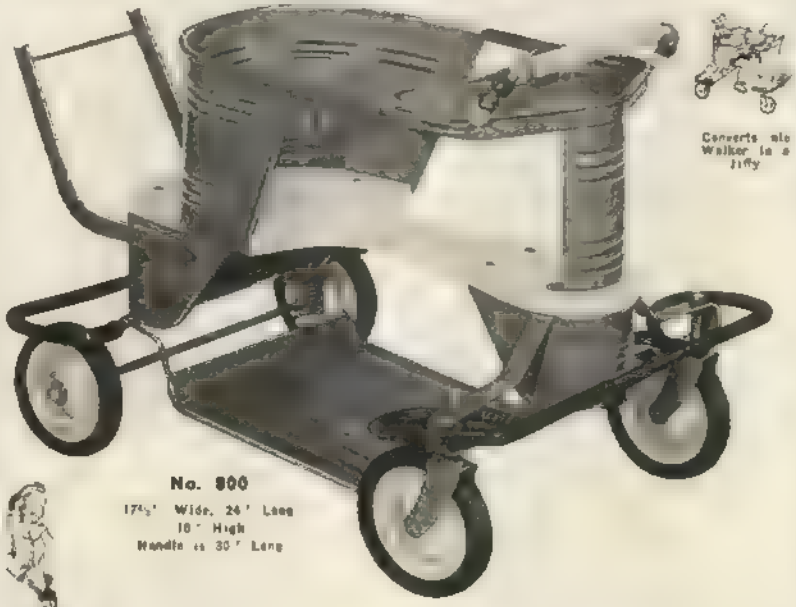
We also manufacture a full line of Catalin Royal Brand games such as poker chips, racks, checkers, cribbage, dominoes, Chinese domino sets, dice, etc.

A & L MANUFACTURING COMPANY

30 FLORENCE STREET : : BROOKLYN 6, NEW YORK

Visit Our Factory and Showroom during the Toy Fair or 'phone for Representative.

Beauty in Steel—1948 Model



The Ideal Stroller

THE *Ambassador*

STROLLER-WALKER

This big favorite is sure to excite the interest of your customers. Designed to contribute to the joys of children and parents. Built for hard use and long lasting benefits. A never-ending source of sales and profits for dealers who value the unbeatable combination of low price and high quality.

See it at the

TOY FAIR

•

HOTEL McALPIN

ROOMS

1161-1163-1165

MARCH 8-20

FEATURES:

- All Steel Construction—sturdily built for hard, long use.
- Coil Springs under Wheels and Seat.
- Rubber Tire. Steel Disc Wheels.
- Rubber Covered. Front and Rear Bumpers.
- New Type. Automatic Locking Handle.
- Space for Carrying Packages.
- Removable Floor Board for Quick Conversion into Walker.
- Colored Play Beads to Delight Kiddies.
- Beautifully finished in a Combination of Blue and Ivory. Glossy Baked Enamel.

Write For Circular and Prices

•

REGAL STEEL PRODUCTS CORP.

32 W. Randolph Street **Chicago 1, Ill.**

Jay Phillips' new lap writing board

JAY PHILLIPS, INC. INTRODUCES "LITTLE SCRIBBA"

Jay Phillips, Inc., Box 148, Naperville Illinois, is introducing a unique lap writing board known as "Little Scribba." It was originally conceived during the war for use by convalescing veterans. An outstanding feature is the specially designed curve that fits the body perfectly and makes the board efficient for use in standing, sitting or reclining positions. It has a sturdy lightweight surface for writing, drawing or reading while swinging rubber tipped metal fingers hold the writing material firmly in position. The dark center shown in the accompanying illustration is described as a new type of chalk board surface and is obtainable in a variety of colors. "Little Scribba" comes attractively packaged with chalk, chalk eraser, stencils, pencil and tablet.

LOUISIANA DEPT. STORES

Department store sales in Louisiana for November, 1947, rose 12.1% over November, 1946, and were 13.2% higher than in October, 1947, according to figures released by the Bureau of Business Research of Louisiana State University. A year ago, the increase in November over October was 1.9%. The Louisiana seasonal index shows a decline of 1.6% in November from October [illegible]

In Baton Rouge, November, 1947, sales increased 1[illegible]% over November, 1946, and [illegible]% over October, 1947. A year ago, sales in Baton Rouge gained 3% over November and [illegible] October. The same three comparisons for New Orleans were increases of 1[illegible]%, 14.5%, and [illegible]%; and for Shreveport, increases of 7.[illegible]%, 7.6%, and 2.9%.

EXPANSION PLANS

A completely remodeled and greatly enlarged Carrollton branch store will be accomplished during 1948, according to Herbert Schwartz, president of Maison Blanche Co., New Orleans department store.

The Carrollton Branch—called Maison Blanche Carrollton—has been in existence for several years, but it will now be made larger, and will have completely re-designed merchandise displays, Mr. Schwartz indicated.

In addition, new up-and-down escalators serving all five floors will be installed in the main Maison Blanche store on Canal street during 1948.

Francesse Doll Company

Manufacturers of

11-inch to 26-inch DOLLS

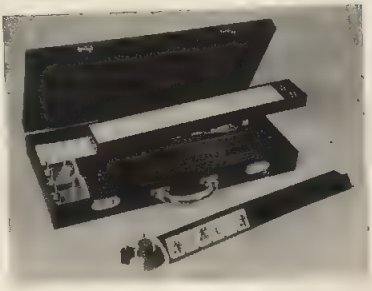
Suntan-Colored and White Baby Dolls Brides, Bridemaids and Nuns

Soft Body, Composition, Baby Skin Latex Arms and Legs • *Plastic Heads*

Showroom:
Hotel Breslin, Room 306
A. L. Fishback
MUrray Hill 6-8509

Factory & Office:
1758 Third Avenue
New York 29, N. Y.
LEhigh 4-5952

MAH JONGG CATALIN SETS



ROYAL BRAND

Ivory Catalin or two-tone. Both embossed or engraved. Various numbers to choose from.

Game Now More Popular Than Ever.

Wire or write for full information to assure immediate delivery.

We also manufacture a full line of Catalin Royal Brand games such as poker chips, racks, checkers, cribbage, dominoes, Chinese domino sets, dice, etc.

A & L MANUFACTURING COMPANY

30 FLORENCE STREET : : **BROOKLYN 6, NEW YORK**

Visit Our Factory and Showroom during the Toy Fair or 'phone for Representative.

FRED LANGFELDER CORPORATION

Presents One of Its Leading Performers From the All Star Line-Up of Toy Pianos of 1948

COMPARE THESE OUTSTANDING FEATURES

- New, Improved Tone Quality
- All Hardwood and Plywood Cabinet-Like Construction
- Perfect Keyboard Alignment
- No Sharp Edges, All Corners Rounded
- Beautiful, Many Colored Decals on All Piano Tops
- Attractively Shaped Knock-Down Screw-in Legs

AND COMPETITIVELY PRICED!

No. 1500 — 15 keys — Red, Black and Ivory. Ea. in box, One Doz. in Carton. Wgt., 52 lbs.

Line Also Includes
8-10-12-18 Key Models

FRED LANGFELDER CORPORATION

SOUTH RIVER, N. J.

N. Y. Representative
MAURICE LANGFELDER
Room 314, 200 Fifth Ave.

Toy Fair Display
Room 1009
HOTEL McALPIN

RING UP BIG SALES *with these magic rings!*

These novelty rings are proven selling sensations. Precision made of beautiful gold finished brass, adjustable to any size. They work accurately, too: Periscope ring sees in back of you; Compass ring points out direction; Weather ring predicts weather. Amazing profit makers at $2.00 per doz.

RUSH ORDERS TODAY

"SILENT" DOG WHISTLE: Available again! A must for all dog owners. All metal, precision construction. The dog hears it, the neighbors don't. $3.00 per doz. ORDER NOW.

SEE US AT THE TOY FAIR

•

Room 839
Hotel McAlpin
from
March 8th-20th

JOBBERS: Write us today for proposition that will be of definite interest to you.

Q. T. NOVELTY COMPANY

P.O. BOX 54, STATION 'F' NEW YORK 16, N. Y.

DOT & PEG PRODUCTIONS, INC.

HOTEL McALPIN — ROOM 729 — CHATTANOOGA, TENNESSEE

THE FIRST AND ORIGINAL

SHELLCRAFT KITS

Now Available in Four Sizes

PAPER DOLL KITS
SOFT DOLLS

Representatives

KARL LANDGRAF
Room 415, 200 Fifth Avenue, N. Y.

ANDERSON SALES CO.
730 West 10th Place
Los Angeles, Calif.

"My General Electric Washer showed me the wonders of 'Quick-Clean' washing!"

"WHAT A RELIEF not to dread washday any more—now that I have my new G-E Washer!

"Never knew 'Quick-Clean' washing could be so blissfully easy. And so *fast!* I couldn't wish for whiter wash—brighter, cleaner clothes. Whether it's heavy, hard-to-handle flat work, or shirts, dresses, and light laundry—my General Electric Washer does a sparkling job!

"When I think of all the drudgery this beauty saves me—I wonder why I didn't buy it much sooner!"

See your General Electric retailer—ask him about the wonderful improvements made by General Electric's most skillful engineers!

See how much easier and pleasanter washday can be for *you*—with this marvelous new washer. Model illustrated, AW-332. General Electric Company, Bridgeport 2, Conn.

All-Electric Laundry

NO OTHER WASHER GIVES YOU ALL THESE VITAL FEATURES!

G-E "Activator"* Action—The gentlest kind of deep cleansing action—so careful, so thorough, and so amazingly fast. Gets your clothes shining *clean!*

*Trade-mark Reg. U. S. Pat. Off.

G-E One-Control Wringer—Exclusive with General Electric! One control starts, reverses, releases. Knob regulates correct pressure for each fabric.

G-E "Permadrive" Mechanism—A product of General Electric precision engineering. Only four moving parts. No oiling needed. No trouble, no bother.

G-E Adjustable Timer—Regulates washing or rinsing time up to 15 minutes. Can be set to *Hold* position for nonstop operation. *Off* position stops motor.

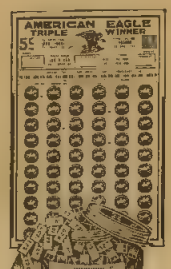
GENERAL ELECTRIC

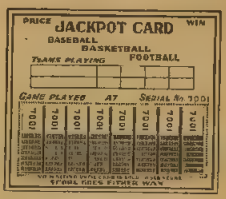
SENSATIONAL NEW TICKET DEALS

Football Jackpot

No. 142P484—Football Jackpot Card. A dandy new jackpot type card that can really bring in the profits. Consists of 100 banded single numeral tickets on a heavy cardboard card. Made especially for football games. No waiting until card is sold to see your score. The operator may set his own price per ticket and also the amount of the payout for each quarter and the final score grand prize.

Each ..... **30¢** Per dozen **$3.00**





Jackpot Card

No. 142P403—"All Sports" Jackpot Card. An entirely new jackpot card that will prove itself very popular. Consists of 55 banded single numeral tickets on a heavy cardboard card. Can be used for practically any sport including Baseball, Basketball and Football. No waiting until card is sold to see the score. The operator may set his own price per ticket and also the amount of the payout for each quarter and the final score grand prize.

Each **25¢** Per dozen **$2.40**

AMERICAN EAGLE TRIPLE JACK POT JAR DEAL
2520 TICKETS—60 SEAL—JACK POT CARD PAYS $1.00 TO $12.00 WITH RECOMMENDED $5.00-$10.00-$15.00 JACK POTS

The Jackpot card contains 60 seals ranging from $1.00 to $12.00. There are also three "Jack Pot" seals marked Numbers One, Two and Three which refer the player to the Jack Pot awards. We recommend $5.00, $10.00 and $15.00 Jack Pots.

PAYOUT AND PROFIT

2520 Tickets at 5c takes in	$126.00
Jar Pay-out	$48.00
13 Winners on Jack Pot Card with Average Pay-out of	26.00
Average Total Pay-out	$74.00 $74.00
Average Total Profit	$52.00

DEAL NO. 2010

American Eagle Triple Jack Pot Deal, including 2520 Tickets, Label, Jar, Card and Card Holder.
Per Deal Complete **$4.00**

REFILL NO. 2011

American Eagle Triple Jack Pot Refill, including 2520 Tickets, Label, and Card, but without Jar and Card Holder
Per Refill Complete **$3.00**

NEW REELS — ACTUAL PAYOUTS NO CARD OR HOLDER FASTER THAN SLOT MACHINES — NEW REELS

The tickets are printed in colors using slot-machine characters to designate the pay. Each ticket has a different number for High and Low play. All machine made with flashy binders.

2520 Tickets at 5c Takes in	$126.00
97 Winners pays out from 50c to $4.00, with $4.00 for the last sale	$82.00
Actual Profit	$ 44.00

DEAL NO. 2018

New Reels Jar Deal including 2520 Tickets Label and Jar
Per Deal Complete **$2.55**

REFILL NO. 2019

New Reels, Refill, including 2520 Tickets and Label, but without jar.
Per Refill Complete **$2.20**

97 -- WINNERS -- 97 PAY OUT AND PROFIT

2520 Tickets at 10c Takes in	$252.00
97 Winners pay out from $1.00 to $8.00, with $8.00 for the last sale	164.00
Actual Profit	$ 88.00

DEAL NO. 2024

New Reels Jar Deal, including 2520 Tickets, Label and Jar
Per Deal Complete **$2.55**

REFILL NO. 2025

New Reels, Refill, including 2520 Tickets and Label, but without jar
Per Refill Complete **$2.20**

127 -- WINNERS -- 127 PAY OUT AND PROFIT

2520 Tickets at 5c Takes in	$126.00
127 Winners pay out from 25c to $4.00, with $3.50 for the last sale	96.00
Actual Profit	$ 30.00

DEAL NO. 2020

New Reels Jar Deal, including 2520 Tickets, Label and Jar
Per Deal Complete **$2.55**

REFILL NO 2021

New Reels, Refill, including 2520 Tickets and Label, but without jar.
Per Refill Complete **$2.20**

217 -- WINNERS -- 217 PAY OUT AND PROFIT

2520 Tickets at 5c Takes in	$126.00
217 Winners pay out from 25c to $2.50 with $2.50 for the last sale	97.00
Actual Profit	$ 29.00

DEAL NO. 2022

New Reels Jar Deal, including 2520 Tickets, Label and Jar
Per Deal Complete **$2.55**

REFILL NO. 2023

New Reels Refill, including 2520 Tickets and Label, but without jar
Per Refill Complete **$2.20**

217 -- WINNERS -- 217 PAY OUT AND PROFIT

2520 Tickets at 10c Takes in	$252.00
217 Winners pay out from 25c to $8.00, with $8.00 for the last sale	194.00
Actual Profit	$ 58.00

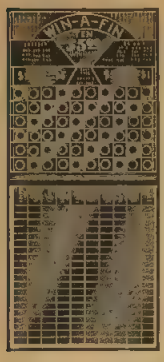
DEAL NO. 2026

New Reels, Jar Deal including 2520 Tickets Label and Jar
Per Deal Complete **$2.55**

REFILL NO 2027

New Reels, Refill, including 2520 Tickets and Label, but without jar
Per Refill Complete **$2.20**

MONEY-MAKING COUNTER TICKET GAMES



Win-A-Fin Pad Deal

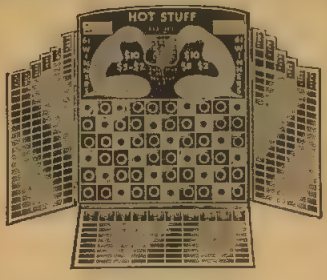
No. 2004—Win-A-Fin Pad Deal. Temptingly offers big $3.00 winners. With 60 award seals of which 21 are opened. Featuring those sensational La Ta Do numeral tickets that are stitched in bundles of five with one colored tape enclosing the fold. Tickets are fastened to a large folding display pad. Deal has 1000 tickets in bundles of five that sell at 25c per bundle. Takes in $50.00 and makes an AVERAGE PROFIT of $24.00.

Per deal $2.30

Per deal, in lots of 12 .....$2.20

No. 2035—Win-A-Fin Pad Deal. Same as above but deal has 1200 tickets in bundles of five that sell at 25c per bundle. Takes in $60.00 and makes an AVERAGE PROFIT of $34.00.

Per deal $2.90



Hot Stuff Pad Deal
1440 Tickets—60 Seal Card

No. 2005—Hot Stuff Pad Deal. It's a wow that rolls up the fastest profits that you've seen. Large, flashy and super sensational. Features those famous La Ta Do combination tickets that are setting the pace in the ticket world. Each highly varnished fourwing pad is a complete deal, having numeral combination tickets stitched in bundles of five with one colored tape firmly enclosing the fold. Features plenty of big enticing winners with 60 award seals of which only 18 are opened. Deal has 1440 tickets in bundles of five that sell at 25c per bundle. Takes in $72.00 and makes an AVERAGE PROFIT of $31.75.

Per deal $3.75

Per deal, in lots of 12.....$3.65

Red, White and Blue Pad Deal

No. 2008—La Ta Do Red, White and Blue Giant Pad Deal. A super giant profit maker that is better than any other pad deal because it has 120 extra non-winning tickets that give you extra profits at no additional cost. Features those record smashing La Ta Do Red, White and Blue tickets, stitched in bundles of five with one tape enclosing the fold. Tickets are stitched to a big fast action display pad that really gets the sales. Deal has 1380 tickets in bundles of five that sell at 25c per bundle. Takes in $69.00 and makes a DEFINITE PROFIT of $18.00.

Per deal $2.30

Per deal, in lots of 12 .....$2.20

No. 2009—La Ta Do Red, White and Blue Pad Deal. Each pad is a complete game and not one of a series. Consists of La Ta Do tickets, stitched in bundles of five with one tape enclosing the fold, having all the tickets firmly affixed to a folding pad. Deal has 600 tickets in bundles of five that sell at 25c per bundle. Takes in $30.00 and makes a DEFINITE PROFIT of $10.50.

Per deal .$1.55

Per deal, in lots of 12 .$1.45

No. 142P465—Ski Curves Deal. A beautiful deal with a jackpot feature. The five lithographed colors of pastel shades makes this board most outstanding. Has glamorous art model in full ski costume displaying her charms on front of board. Actual size of board, 12 x 18 inches, 1 inch thick with handy easel back. Features 1200 banded single numeral tickets at 5c per sale. Has one step-up jackpot that pays out $15-$10-$5 or $1. Average payout, $31.75. Average profit, $36.25.

Each $3.90

No. 142P402—Snooty Deal. A new innovation in merchandising tickets. This deal has all the appeal of a punch board and the thrill of the banded ticket. Appealingly designed with gorgeous art model gracing the front of this most desirable board. Actual size of board, 12 x 18 inches, 1 inch thick with handy easel back. Features 1000 banded single numeral tickets at 5c per sale. Has two step-up jackpots with the Snooty jackpot paying $25-$10 or $5, one ninty go. Has an average payout of $20.50 and average profit of $29.50.

Each $3.45

THE MARKET PLACE

The Geo. Franke Sons Co.
112-114 So. Eutaw St., Baltimore, Md
PAPER, CELLOPHANE & ALUMINUM GARLAND, ICICLES, GIFT BOXES
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ROOM 504 1107 BROADWAY

DON'T WALK... "Aero-Hop"
The Sensational Quality Built Jumping Stick that Really PERFORMS!
3 sizes. Fun for Everyone
DEALERS, JOBBERS AND SALESMEN WANTED
FRANTZ INDUSTRIES
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Los Angeles 44 California

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ROOM 504
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FACTORY AGENT
Leading Lines of Toys
The American Child Demands

FULD & CO., Inc.
352 FOURTH AVE., N. Y.
For 54 Years
Headquarters For
VALENTINES
AND GREETING CARDS

RUBBER STAMP TOYS AND PRINTING SETS
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FULTON SPECIALTY CO.
200 Fifth Ave., New York City

LESTER *Quality*
MICROSCOPE SETS

Quality microscopes with complete line of laboratory apparatus and illustrated instruction manual, packed in attractive 2-color boxes. 3 popular sets. Write for prices and discounts
Lester Microscope Co. Rochester 4, N. Y.
14 Commercial Street

DOLLS (Wood)

Stahlwood Toy Mfg. Co., 601 W. 50th St., N. Y.

DOLL BATHS

B & B Toy Mfg. Co., 377 28th St., Brooklyn 32 N. Y.
Baby Bathinette Corp., Rochester, N. Y.
Ideal Novelty & Toy Co., Inc., 200 Fifth Ave., New York 10.
Imperial Crown Toy Co., 1107 Broadway, New York 10
Little Tot Toy Co., 6519 Upland St., Philadelphia 42, Pa.
Nassau Products Co., 409 So. Main St., Freeport, N. Y.
S. B. Novelty Co., 1725 29 St. Marks Ave., Brooklyn 33, N. Y.

DOLL CARRIAGES

Junior Toy Corp., Hammond, Ind.
Paragon Furniture Co., Inc., 41 E. 31st St., New York 16.
Playtime Products, Inc., Warsaw, Ind.
M. & S. Shillman, 808 Driggs Ave., Brooklyn 11, N. Y.
South Bend Toy Mfg. Co., South Bend, Ind
Welsh, 1535 S. Eighth St., St. Louis 4, Mo.
F. A. Whitney Carriage Co., Leominster, Pa.

DOLL FURNITURE—(See Furniture, Doll)

DOLL HOSPITAL SUPPLIES

A & B Wig Co., 18-20 W. 21st St., N. Y. 10.
Arrauzy's Wig Co., 34 W. 20th St., New York 11.
Meyer Jacoby, 34 W. 20th St., New York 11.
Dollspart Supply Co., 18 W. 21st St., N. Y. 10.

DOLL AND PLAY HOUSES

Allied Molding Corp., 126-02 Northern Blvd. (Corona Station), Flushing, N. Y.
T. Cohn, Inc., 745 65th St., Brooklyn 20, N. Y.
Harcourt Co., 121 No. Marion St., Oak Park, Ill.
Rapaport Bros., Inc., 1836 S. Washtenaw Ave., Chicago, Ill.
Rich Industries, Clinton, Ohio.
Standard Toykraft Products, Inc., 319 McKibbin St., Brooklyn, N. Y.
Stromberg-Becker Mfg. Co. Moline, Ill.
Woodburn Mfg. Co., 538 North Western Ave., Chicago, Ill.

DOLL OUTFITS

Alexander Doll Co., 153 East 24th St., New York
Blue Ridge Knitting Mills, Dept. 1, Walnutport, Pa. (Knitted Baby Wear for Dolls)
Dolcios, Inc., 108-39 46th Ave., Corona, L. I., N. Y.
Ideal Nov. & Toy Co., 43rd Ave., at 23rd St., Long Island City N. Y.
Imperial Crown Toy Co., 1107 Broadway, New York 10, N. Y.
M. & J. Knitcraft Co., 583 Sixth Ave., N. Y. 11.
Progressive Doll Accessories Corp., 1133 Bway., Room 1201, New York 10.
M. & S. Shillman, 808 Driggs Ave., Brooklyn, N. Y.
Tucker Garments, Inc., 29 Worthington St., Springfield, Mass.
Warwick Novelty Co., 2961 Atlantic Ave., Brooklyn 8, N. Y.

DOLL SHOES & STOCKINGS

Dollspart Supply Co., 18 W. 21st St., New York 10.
P. & G. Doll Shoe Corp., 28 E. 4th St., New York.
Progressive Doll Accessories Corp., 489 Broome St., New York 13
S. B. Novelty Co., 1725 29 St. Marks Ave., Brooklyn 33, N. Y.

DOLL & MASQUERADE WIGS

A & B Wig Co., 18-20 W. 21st St., N. Y. 10.
Arrauzy's Wig Co., 34 W. 20th St., New York 11.
Dollspart Supply Co., 18 W. 21st St., New York 10.
Meyer Jacoby, 34 W. 20th St., New York 11.

DOLL STANDS

Arder Plastics, Inc., 42-08 Vernon Blvd., Long Island, N. Y.
Blake & Conroy, 1107 Broadway, New York 10.

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200 FIFTH AVENUE
NEW YORK 10, N. Y.
GRamercy 3-7232
Room 322
Direct Factory Representative
"Always Something New"

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BOOKS AND GAMES
KINDERGARTEN TOYS
Toy Books — Paper, Linenette, Linen and Pastime Books — Paper Dolls — Model Clay — Looms and Weaving Sets
SAM'L GABRIEL SONS & CO.
200 FIFTH AVE. NEW YORK, N. Y.

Gallant Knight
Finest American Made Plastic
CHESSMEN
CHESS AND CHECKER BOARDS
Carried by Leading Jobbers
Gallant Knight Company
228 West Kinzie Street Chicago 10, Illinois

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FULLY AUTOMATIC
First - COMBINATION HYDRAULIC DUMP TRUCK and JOY-RIDER
A QUALITY TOY
GARLAND MANUFACTURING COMPANY
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AND
STUFFED ANIMALS
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THE ONLY ELECTRIC SCISSORS TOY

100% SAFE
Every Child wants it!
Every Parent buys it!
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CREATORS OF
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The "Life-Like" Doll
that DRINKS—BURPS—WETS
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STUFFED TOYS
All varieties suitable for every class of trade
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HARRY FISHBEIN, PRES.
Manufacturers of the Famous *"TAP-A-TOY"*
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All Sizes and Styles
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Phone GRamercy 7-0287

FLEXIBLE! UNBREAKABLE!
RUBBER FASHIONDOL
Manequin Sewing Sets
An absorbing educational toy that teaches young girls to sew and design clothes.
FASHIONDOL
17-19 Rose Street, New York, N. Y.

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Joy Kraft Creations, Inc., 1180 Broadway, New York 1.
Joy Toys, Inc., 231 W 17th St., New York 11
Mayfair Doll & Toy Co., Inc. 42-44 Tiffany Pl., Brooklyn 2, N. Y.
Mescon's, Inc., 4114 N. W. 17th St., Miami, Fla.
Monita Doll Studios, 8025 Santa Monica Blvd., Hollywood 46, Calif.
Nancy Ann Storybook Dolls, Inc., 1298 Post St., San Francisco 9 Cal
Nasco Doll Co., 2417 Pitkin Ave., Brooklyn 3, N. Y.
National Costume Doll Co., 68-17 Roosevelt Ave., Woodside, L. I., N. Y.
Natural Doll Co., Inc., 134 Spring St., New York.
P & M Doll Co., Inc., 152 Wooster St., New York 12.
R. & E. Doll & Nov. Co., 35 W. 21st St., New York 10.
Max Rader, Inc., 2919 Ave. K, Brooklyn 10, N. Y.
Ronnie Doll Co., 5216 Third Ave., Brooklyn 20, N. Y.
Sayco Doll Corp., 9 Desbrosses St., New York
Skoa Mfg Co., 86 Fulton St., New York 7.
Three-In-One Doll Corp., 4446 Broadway, New York 33.
Toy-Doll & Novelty Co., 583 Sixth Ave., New York 11, N. Y.
Uneeda Doll Co., 423 Broome St., New York.
Vanity Doll Co., Inc., 52 Rogert St., Brooklyn 6, N. Y.
Vogue Dolls, Inc., 4 Mystic Ave., Medford, Mass.
I. B. Wolfset & Co., 27 E. 22nd St., New York (Glove Dolls)
Wayne Products Co., Inc., 16 W. 23rd St., N. Y. 24.

DOLLS (Colored)

Allied Grand Doll Mfg. Co., Inc., 77-88 Nostrand Ave., Brooklyn 5, N. Y.
Francesse Doll Co., 1758 Third Ave., New York 29.
P & M Doll Co., Inc., 152 Wooster St., New York 12.
I. B. Wolfset, 27 E. 22nd St., New York 10.

DOLLS (Glove)

I. B. Wolfset & Co., 27 E. 22nd St., New York 10.

DOLLS (Paper)—See Cutouts & Paper Dolls

DOLLS (Soft)

Alexander Doll Co., 153 E. 24th St., New York.
American Character Doll Corp., 200 Fifth Ave., New York.
American Toy & Novelty Mfg. Co., 2415 N Howard St., Philadelphia 33, Pa.
Arrow Fur Co., 142 W. 24th St., New York 11.
Artistic Toy Co., 101 Lehigh Ave., Philadelphia 33, Pa.
Atlanta Playthings Co., 578 Bankhead Ave., N.W Atlanta, Ga.
Dolls of Hollywood, Inc., 5456 Santa Monica Blvd., Hollywood, Calif.
Dorene Toy Studios, Inc., 352 Fourth Ave., N. Y.
Francesse Doll Co., 1758 Third Ave., New York 29.
Gund Mfg. Co., 200 Fifth Ave., New York
Hol-le Toys, 200 Fifth Ave., New York 10.
Ideal Novelty & Toy Co., Inc., 200 Fifth Ave., New York.
Jolly Toys, Inc., 71 Fifth Ave., New York.
Juro Novelty Co., 12 W. 18th St., New York 11.
Knickerbocker Toy Co., 200 Fifth Ave., N. Y.
Richard G. Krueger, Inc., 1359 Broadway, N. Y.
Little Tot Toy Co., 6517 Upland St., Philadelphia 42, Pa.
M & S Doll Co., 50 E. 11th St., N.Y.C., N. Y.
Majestic Doll & Toy Corp., 737 Broadway, New York 3.
The Rushton Co., 578 Bankhead Ave., N. W. Atlanta, Ga.
Sayco Doll Corp., 9 Desbrosses St., New York
Vogue Dolls Inc., 4 Mystic Ave., Medford 5, Mass. (Dolls Latex)
I. B Wolfset & Co., 27 E. 22nd St., New York 10

FISHLOVE INDUSTRIES, CHICAGO 10

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PLAYTHINGS
EVERY MONTH

TELEGRAPH SETS
Beautiful New Bakelite Models

Single and Double Sets with Wire
Write for New Catalog
HIGH QUALITY PRECISION MADE
M. M. Fiaron & Son, Inc., Trenton, N. J.

ELASTIC PLASTIC
magic
MODELING SETS
Mold it! Stamp it! Cut it! Carve it! Paint! The only toy of its kind in the world! Write for details.
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Factory and Showroom
1758 Third Avenue, New York, N. Y.
Manufacturers and Designers of
BETTER DOLLS
Sunton-Colored and White Baby Doll Brides, Bridesmaids and Nuns • Soft Body, Composition, Baby Skin Latex Arms and Legs • Plastic Heads

GEORGE FRANK
MANUFACTURERS' REPRESENTATIVE
200 Fifth Ave., Room 521, N. Y. 10

AMERICA'S GREATEST RADIO VALUES

6-TUBE AUTO RADIO

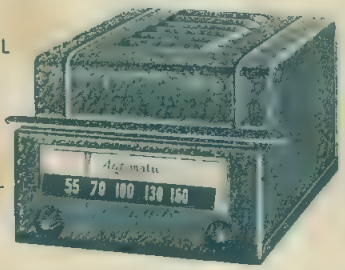
WITH 8-TUBE PERFORMANCE

BY AUTOMATIC

EASY TO INSTALL

FITS ALL CARS

ALL METAL CASE



SINGLE UNIT CONSTRUCTION
POWERFUL ALNICO No. 5 DYNAMIC SPEAKER
TUNED RF STAGE WITH 3-GANG CONDENSER
SLIDE RULE DIAL LOW BATTERY DRAIN

Your customers will recognize the tremendous value offered by this compact, low priced 6-Tube Superheterodyne Radio. With its rare dual-purpose tubes this high-beauty radio delivers 8-Tube performance. And its single unit construction and simple wiring mounting make it easy to install in all cars. Its low initial cost is made even more attractive by its amazingly economical operation! Extremely low battery drain. Operates from your car battery. Beam power tube assures maximum undisturbed power output. A tone-balanced volume control equals brilliant tone and tuning. Beautiful tan and pale-brown cabinet. Size 6¼ x 9¼ x 5¼ inches. Weight 10 lbs. LIST 39.95

No. 1R-M-86 Dealer's each, 27.97
Less 2%, Net

AT THIS LOW PRICE
LIST 39.95

27.41 NET

NATIONALLY ADVERTISED

GAROD

GAROD 3 WAY AC-DC-BATTERY SUPERHETERODYNE PORTABLE RADIO

COMPLETE WITH BATTERIES

PLAYS ANYWHERE . . . AC, DC OR BATTERIES

- 4 TUBES AND SELENIUM RECTIFIER
- BUILT-IN LOOP ANTENNA
- SLIDE-RULE DIAL
- 5-INCH P.M. SPEAKER
- STURDY METAL CASE

A Quality-Built Portable Receiver . . .
Priced Far Below Other Sets of Equal Caliber

Delivers tone and volume found in many home receivers. Superheterodyne circuit. Tube complement: 1R5 Converter, 1S5 Detector, AVC and Audio Amplifier, 1T4 I.F. Amplifier, 3S4 Power Amplifier. Metal case with hammer-tone finish. Plastic lid. Plastic carrying Strap. COMPLETE WITH BATTERIES—one 67½-volt "B" and five 1½-volt flashlight batteries. 6 in. high, 8 in. wide, 4½ in. deep. 105-125 volts AC-DC. Weighs approximately 7 lbs. Advertised retail 42.90.
No. 1R-5D5 Dealer's, each, 22.95.
Lots of 3, each, 22.40. Less 2%, Net ..... .WITH BATTERIES

NATIONALLY ADVERTISED AT 42.90

21.95

Temple 6-TUBE 3-WAY PORTABLE RADIO

PLAYS ANYWHERE . . . AC, DC or on BATTERIES

- 6 TUBES Including Rectifier
- 5-INCH ALNICO 5 P.M. SPEAKER
- BUILT-IN LOOP ANTENNA
- QUALITY-BUILT WOOD CABINET WITH SIMULATED LEATHER COVERING
- SLOPING SATIN-BRASS PANEL WITH LARGE SLIDE-RULE DIAL

Powerful . . . tone and volume comparable to home sets . . . greater selectivity and sensitivity. Range: 532-1700 KC. AC-DC-Battery switch on smart satin-finished brass front panel. Tubes: 1A7GT Detector and oscillator, 1N5GT 1st IF, 1N5GT 2nd IF, 1H5GT Detector AVC and 1st Audio, 3Q5GT Output, 117Z6 Rectifier. Uses two 45 volt "B" and two 4½ volt "A" batteries (not included). 105-120 volts 50-60 cycles, 25 watts. 13 in. wide, 6 in. deep, 10¾ in. high. Wt. 8½ lbs.

No. 1R-G613. Dealer's, each, 21.95.
Lots of 3, each, 20.35. Less 2%, Net

LIST 49.50

19.94

LESS BATTERIES

KIT OF BATTERIES FOR ABOVE TEMPLE PORTABLE
No. 1R-392B 3.84
Dealer's, per kit, 3.92. Less 2%, Net.....

ALL RADIOS MAY BE ASSORTED FOR QUANTITY PRICES —

OUTSTANDING TABLE MODEL RADIO VALUES

Nationally Advertised 6-TUBE AC-DC SUPERHET TABLE RADIO

- 6 TUBES, Including Rectifier
- VARIABLE TONE CONTROL
- BUILT-IN LOOP ANTENNA
- POWERFUL DYNAMIC SPEAKER
- CURVED SLIDE-RULE DIAL
- SMART, ORIGINAL DESIGN
- CABINET FEATURES SELECTED WALNUT VENEERS

Decidedly smart . . . deluxe in every detail . . . unusual power and sensitivity . . . packed with a solid promise of enduring radio pleasure. Another Paramount triumph in offering quality at a price. Has built in loop antenna . . . no aerial or ground needed; variable tone control; powerful Alnico PM speaker; automatic volume control. Underwriters' Approved. Original and distinguished cabinet design features selected walnut veneers with gracefully curved top motif. Harmonizing, large curved slide-rule dial in forest green and yellow, tunes in all standard broadcasts. Size: 13¾ in. wide, 7¾ in deep, 9¼ in high 110 volts AC-DC.

Tube complement: one 12SA7, two 12SK7, one 12SQ7, one 35L6GT, one 35Z5GT rectifier

Here is a radio value that has no peer . . . a rare opportunity to cash in on a receiver you will be proud to display.

No. 1R-209 NATIONALLY ADVERTISED at 41.95 Retail Dealer's, each, 18.75
Lots of 3, each, 18.00. Less 2%, Net . . . . . .

NATIONALLY ADVERTISED AT 41.95

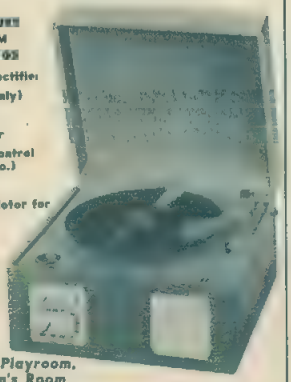
Specially Priced

17.64 NET

Imperial TABLE MODEL 5-TUBE COMBINATION RADIO- PHONOGRAPH

THESE FEATURES ASSURE ADDED PLEASURE FROM RADIO AND RECORDINGS

- 5 Tubes (Including Rectifier)
- AC-DC (Phono. AC Only)
- Built-In Loop Antenna
- P.M. Dynamic Speaker
- Automatic Volume Control (For Radio and Phono.)
- Airplane Type Dial
- Quiet Self-Starting Motor for Phonograph



Note how smart and compact with phono. cover down

Ideal for the Den, Playroom, Porch or Children's Room

BEAUTIFUL SIMULATED LEATHER COVERED WOOD CABINET

Beautifully styled combination radio-phonograph in a simulated leather covered cabinet — 5 tubes, including rectifier, automatic volume control and large 4-inch P.M. dynamic speaker bring out rich undistorted tone. Built-in loop antenna. Airplane type dial. Phonograph plays any 10 or 12 inch record. Quiet self-starting motor. 14-in wide, 13-¼in deep, 7¾-in. high. Radio 105-125 volts AC-DC. Phonograph 110-125 volts AC only. LIST 29.95

No. 1R-503S. Dealer's, Ea., 23.27.
Lots of 3 Ea. 22.16.
2% Net . . . . . .

Value Packed Remarkable

LOW PRICE

21.27 NET

Philharmonic TABLE MODEL 5-TUBE COMBINATION RADIO-PHONOGRAPH

with Automatic Record Changer

PLAYS 12 TEN INCH OR 10 TWELVE INCH RECORDS

LARGE BUILT-IN LOOP ANTENNA

WALNUT VENEER CABINET

105-125 VOLTS A.C.

Don't let the low price fool you. This Philharmonic radio-phonograph is an instrument worthy of its name. Here's just the set to feature when competition gets tough. The smartly styled cabinet of richly grained walnut veneers has been hand rubbed to a brilliant finish. The fool-proof automatic record changer changes records rapidly--silently--efficiently. The powerful superheterodyne circuit with 5 tubes (including rectifier) and Alnico 5 P.M. speaker--assures maximum enjoyment,,,delivers rich,, clear tones from both radio and phonograph. Note the illuminated slide-rule dial with easy-to-read numerals. Operates on 105 - 125 volts, 60 cycles, A.C. only. Made to sell for 99.95

No. 1R-99T Dir's, ea, 52.50
3, each, 50.50 Less 2%, Net . . . . . .

MADE TO SELL FOR 99.95

49.49 NET

Yipee
GENE AUTRY
LONE RIDER
TEXAS STAR RANGER
GUNS
HOLSTER SETS
COWBOY SUITS
EXCLUSIVE ITEMS EVERY YOUNGSTER DEMANDS
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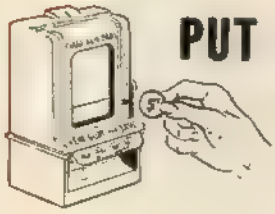
Plastic
CHRISTMAS TREE ORNAMENTS
A COMPLETE LINE OF
DOLLS
The LESLIE-HENRY CO., Inc.

the **TREMENDOUSLY SUCCESSFUL CHOO-GUM**

VENDING MACHINE

... it's a bank too!



PUT MONEY IN,

ACTUALLY GET REAL GUM OUT!

$1.75 RETAIL

A MINIATURE REPRODUCTION OF A REAL GUM VENDING MACHINE.

•

STURDILY MADE OF METAL AND PLASTIC IN TWO BRIGHT COLORS.

•

COMES WITH THREE STICKS OF DUMMY GUM FOR DEMONSTRATION.

•

HOLDS 25 SLICES OF STANDARD SIZE STICK GUM

Visit us at the ***TOY FAIR***

HOTEL McALPIN, RM. 1173

We'll have a ***SENSATIONAL OFFER***

PLASTIC ARTISTS CO. — 130 FIFTH AVENUE, NEW YORK 11, N. Y.

★ NATIONALLY ADVERTISED ★

GILBERT *Scientific* TOYS

AMERICAN TOYS

DEVELOPED AT THE GILBERT HALL OF SCIENCE

"GIRDERS OF STEEL—TO BUILD LIKE REAL"

There is Only One ERECTOR

FEATURES THAT MAKE ERECTOR THE WORLD'S GREATEST TOY

- Builds the square girder with interlocking edges
- Erector girder is a structural girder—not just a perforated strip
- Curved, straight and giant structural girders for realism
- Metal base plates with every set
- Tooth gears, crown gears, mitre gears, worm gears and pinion gears—many made of solid brass
- Equi-distant holes in base plates and girders for fast, precision building
- Boiler shells and giant flywheel parts for building realistic engines
- Firm-fitting nuts and bolts that teach real engineering
- Wheels, radiator, axles and other automotive parts
- Engineer's shack
- Electric lights
- Electro magnet
- 110 volt reversing electric engine with gear shift
- 135 different precision engineering parts
- Parts made of steel or brass where strength is needed—aluminum where light weight is an advantage

★ ★ ★

IMPORTANT—*The U. S. Patent Office has issued over 100 patents covering special Erector features.*

See the new Erectors, Gilbert Chemistry Laboratories and other Gilbert Scientific Toys at the Gilbert Hall of Science, Fifth Avenue at 25th Street, New York City.

The A. C. Gilbert Company—Factory: Erector Square, New Haven, Connecticut

Feature YANKIBOY BASEBALL SUITS FOR Big League PROFITS

BIG FOUR... 4-piece cotton flannel BASEBALL SUIT. Sizes 4 to 14. SHIRT, PANTS, BELT, AND CAP. *Letters Available.*

YANKIBOY BASEBALL SUITS

Authentic in every detail, these baseball suits are wanted by every "Junior Home Run King." And no wonder! They're cleverly designed with all the "extra-touches" that please youngsters. Boost your gross sales by featuring both the 4-piece and the 5-piece models. You'll find them perfect for special promotions and steady year round sales.

BIG FIVE... 5-piece duveyn BASEBALL SUIT. Sizes 4 to 16. SHIRT, PANTS (with two-tone braid)... FELT CAP (with eyelets and soutache trimming)... GENUINE LEATHER BELT.. two-color STOCKINGS, *Letters Available.*

Roy Rogers, King of the Cowboys, and his famous horse, Trigger, starring in Republic Pictures.

ROY ROGERS WESTERN WOOL FELT HATS

These brand new, exclusive styles of real Roy Rogers Hats are proven terrific sellers. Feature them for easy, extra sales and added profits.

ROY ROGERS RODEO STYLE
In Red, Black, or Beige. Lace Brim.

ROY ROGERS 10-GALLON STYLE
In Red, Black, or Beige. Assorted Sizes to each dozen—

Send for Catalog and Price List Today.

SACKMAN BROTHERS COMPANY 200 FIFTH AVENUE, NEW YORK 10, N. Y.

GLASS WARE

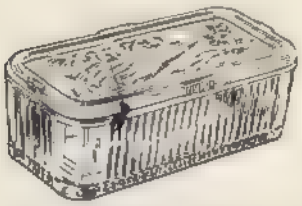
FEDERAL, REFRIGERATOR JARS

Square, space saving shape, modern design with vegetable design on cover; clear crystal glass.

Per dozen

No. 2500/4—4x4 in.; wt. per dozen 15 lbs. .. ..$.....

Two dozen in a carton



Clear crystal glass; modern design with vegetable design on cover.

Per dozen

No. 2500/8—8x4 in.; wt. per dozen 28 lbs ....$.... .

One dozen in a carton.

McKEE, REFRIGERATOR SETS

Square shape; white opal glass ware; attractively designed with red sail-boat design

Contents of Set
1—No. 257 box and cover.
2—No. 258 box and cover.

Per dozen sets

No. 78—Set; consists of 6 pieces as enumerated above; wt. per dozen sets 64 lbs. ....$ . .

One-half dozen sets in a carton

McKEE BOWL SETS

White opal glass ware attractively designed with red sail boat design.

Contents of Set
1—No. 17 Bowl
1—No. 18 Bowl
1—No. 19 Bowl

Per dozen sets

No. 1719—Set; consists of 3 pieces as enumerated above; wt. per dozen sets 14 lbs. ....$.... .

One-half dozen sets in a carton.

GLASS WARE

RANGE SETS

White opal glassware; attractively designed with red sail-boat design.

Consists of the following items:
One—No. 261 jar and cover
One—No. 37 salt shaker
One—No. 37 pepper shaker.

Per dozen sets

No. 105 Set—Consists of 4 pieces as enumerated above; wt. per doz. sets 26 lbs. ....$.

One dozen sets in a carton

Three pieces. Jars are of sun-burst design; easy to handle; colorful decals. Tray is finished in deluxe red ripple.

Per dozen sets

No. 915 Set—Consists of two jars, 3 oz. capacity; one tray, 4 in. long and 4 in. high; wt. per dozen sets 10 lbs. ... . $...

Two dozen sets in a carton.

SPICE SETS

Nine pieces. Jars decorated with 4-color decals; six of the spice jars come equipped with removable inner shaker tops as well as solid outer caps. Salt and pepper come with shaker tops only. Rack is sturdy steel construction deluxe red ripple finish.

Per dozen sets

No. 921 Set—Consists of 8 jars, 3 oz. capacity; one each 8 in. long, 6 in. high; wt. per dozen sets 50 lbs. ....$ ...

One dozen sets in a carton.

GLASS WARE

SALT AND PEPPER SHAKERS

Federal

Clear glass container with sanitary side flow red or ivory plastic tops. Caps embossed with attractive letters "S" and "P".

Per dozen sets

No. 456—Capacity 7 oz.; height 4 in.; wt. per doz. sets 4½ lbs...$.....

Two dozen assorted sets in a carton.

PERCOLATOR TOPS

Clear crystal glass; smooth bottom. Fits all standard percolators.

Per dozen

No. 2455—Wt. per doz. 2⅓ lbs. ...$.....

Twelve dozen in a carton.

ORANGE REAMERS

Federal

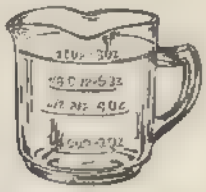
Clear crystal glass; easy pouring.

Per dozen

No. 2521—Wt. per dozen 12 lbs. ..$.....

Three dozen in a carton.

MEASURING CUPS



Graduated to 8 oz.; one handle; three pouring lips for easier pouring.

Per dozen

No. 2539—Wt. per dozen 8⅓ lbs. ..$.....

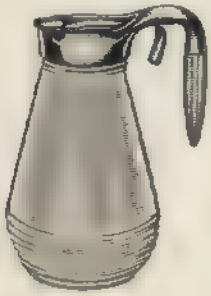
Three dozen in a carton.

NO-DRIP SERVERS
FEDERAL

Container clear glass; plastic top, metal slide; stainless steel spring. Inexpensive; ideal for picnics; colorful for table use. Comes in assorted colors.

Per dozen
No. 427—Capacity 12 oz.; height 5¾ in.; wt. per dozen 6½ lbs. $ ...

Two dozen in a carton.



Deluxe model. Die Cast top, chrome plated with stainless steel "trigger" slide and spring. Plastic tear-drop handle in assorted colors.

Clear glass container. Ideal for batters, milk, hot chocolate, ice water, fruit juice or vegetable juice

Per dozen
No. 130—Cap. 48 oz., 9 in. high; wt per dozen 12¾ lbs. ..... $.

One-half dozen in a carton

CONDIMENT JARS
FEDERAL

Red plastic hinged top, tray and spoon Clear glass container.

Used for jams, marmalade, horse radish, mustard, catsup, etc.

Colorful, inexpensive and ideal for kitchen use.

Per dozen
No. 455—Cap. 6 oz., 4 in. high; wt per dozen 5 lbs. . ...$.. .

Two dozen in a carton.

SUGAR SERVERS
FEDERAL

Red, sanitary, self-closing all plastic top. Hinged for easy pouring.

Clear glass container.

Saves sugar, prevents spilling.

Per dozen
No. 630—Cap. 12 oz., 6 in. high; wt. per dozen 8½ lbs. ..... $ ...

Two dozen in a carton.

NUT MEAT CHOPPERS
FEDERAL

Deluxe model. Storage jar, chopper, measuring cap and dispenser all in one. Clear plastic, removable measuring cap, finger grip, bright red plastic chopper blade key; fully plated steel cutters. Clear glass container.

Per dozen
No. 373—Cap. 12 oz., 7¼ in. high; wt. per dozen 9 lbs. .....$.....

One dozen in a carton.

OUR POLICY

To furnish a high class distributing service for merchandise of known quality and to preserve our reputation as a house of reliable dealing.

HOUSEHOLD SPRAYERS
FEDERAL

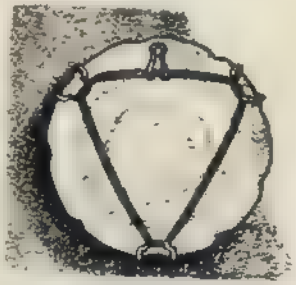
Red cap, copper tubing, brass cylinder and spray nozzle, nickel plated handle. Clear glass container.

Used for spraying clothes when ironing, plants, windows, insecticides, etc.

Per dozen
No. 382—Cap. 12 oz., 7½ in. high; wt. per dozen 9½ lbs. .... $ ....

One dozen in a carton.

PLATE HANGERS



Polished steel spring wire. Adjustable; invisible. Enhances the beauty of the plate.

Sizes	1	2
For plates, in.	7 to 12	12 to 16
Wt. doz., lbs. . .	1	1¼
Per dozen . ... $	.	. .

One dozen in a package

CUSTOMER GOOD WILL

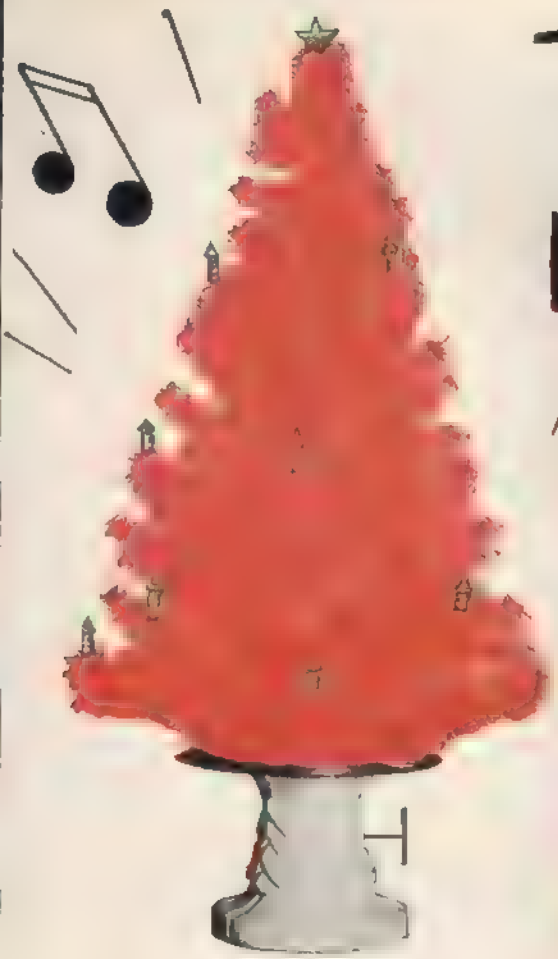
Maintained all down the line results in reliable repeat business.

We recognize our responsibility to the trade and will cooperate in every constructive way.

We Specialize in SERVICE for Your Utmost SATISFACTION

The right Note...

ALWAYS ADDS PLEASURE TO THE OCCASION!



22" MUSICAL TREE

22" tall Musical Tree—Swiss Chimes playing Silent Night. 16 Candle Lights and top star. Green rayon viaca, complete with 25 watt lamp —ready to plug in. Available in White. This is the first time that a musical tree has been offered to the trade by the Glolite Corporation.

#1512 MUSICAL CAROL SINGERS

This unique musical item vividly portrays the well known Christmas setting befitting its title. This impressive scene will capture your imagination—equipped with Musical Chimes of Silent Night. Complete with Lamp and Cord.

Treasure Chest...

TO BE OPPENED AT ROOM 963 HOTEL McALPIN NEW YORK TOY FAIR!

The Glolite Corporation has been making an outstanding line of Christmas Tree Items for the past 15 years. We will unfold many new and interesting items to make Christmas more enjoyable for everyone. COME ONE COME ALL to see our Treasure Chest opened showing many new and interesting items.

P.S. Other electrical christmas products of GLOLITE are: Tree lighting outfits, bubble light sets and lamps, illuminated stars and crosses, musical altars, cellophane bell-clusters and nativity sets.

THE GLOLITE CORPORATION

NEW DEALER HELP FOR BERSTED'S HOBBY CRAFT

Bersted's Hobby Craft, Inc., Monmouth, Illinois, have designed a new dealer aid to help broaden the market for their products by demonstrating new uses. Originally produced to be used by children as a toy and for handicraft work, they report that their molds are being monopolized by parents, older sisters and brothers for other purposes; one of the most popular of which is the use of models for table place favors at parties. Like an electric train, mother and father turn it over to the children after having had their fun. Believing all dealers handling Bersted's Hobby Craft are interested in suggestions to increase their sales, they recently sent a special bulletin to all of their customers, telling them about this new idea.

To help dealers explain this use of models, they have created a colorful display for point of sale demonstration showing attractive party favors made from their molds. The display has a made-up group of models of novelty dressed rabbits and a nibble basket for candy and nuts. A user can make these from a Bersted's Hobby Craft Party Box Kit No. 49. It is a timely number for Easter sales. There is also a specially designed model of a base with a well in it for the insertion of a candle. The combination base cast, candle and a selected model from one of the many available in the Bersted line help a dealer in making sales suggestions to prospective customers. By recommending the use of several models for party favors, dealers very often increase their dollar sale by selling several individual molds and powder.

This attractive counter display is offered by Bersted's Hobby Crest as an aid to dealers of their merchandise. Other material is available for promotions

Other point of sale demonstration displays are available showing an assortment of many styles of models that can be made with Bersted's Hobby Craft Rubber Molds

JUNIOR-PRO OPENS NEW YORK SHOWROOM

Junior-Pro Products Co., St. Louis, Mo., manufacturers of Juvenile Golf Sets, Lightweight Horseshoes Games, All-Steel Jeeps and other games and sporting goods, has opened an Eastern Sales Office and Showroom in the Breslin Hotel Building, 1186 Broadway, New York City. Charles Manning will be in charge of the New York office.

NEW GLOLITE DECORATIONS

Two new and unique items in their well-known line of Yule decorations will be shown at the Toy Fair this year by the Glolite Corporation, according to B. F. Falkow, vice president in charge of sales. The first is a Musical Street Scene with Carolers—three urchins singing under a street lamp before a decorated doorway. The little figures are plastic molded and hand colored. There are lights behind the singing group as well as in the street lamp, and the entire item is an appropriate decoration in the traditional spirit of Christmas.

The second Glolite item being featured for the first time at the Fair is an improvement on the musical Christmas Tree which the manufacturer has offered for several years. This popular 22-inch tree is now enhanced by the addition of musical chimes, a wind-up music box playing appropriate Christmas tunes. Glolite's display at the Toy Fair will feature a Treasure Chest of new items for 1948, besides the two described and illustrated herewith. They may be viewed in Room 963 at the Hotel McAlpin.

The photo above plans Glolite's newest Yuletide offering to the trade

DOLL WORLD INC.

ANNOUNCING
A New Star In The World Of
QUALITY DOLLS

Be sure to see this superior line featuring distinctive styles at surprisingly moderate prices.

ROOM 776
HOTEL McALPIN
During the Toy Fair

DOLL WORLD, Inc.
10 West 23rd Street New York 10, N. Y.
GRamercy 7-6725

See the NEW LUCKY STUFFED TOYS

The Line With The "New Look"!

BILL SCHAIER

- NEW MATERIALS
- NEW DESIGNS
- NEW STYLES

In fact everything's new but the unbounded enthusiasm of Bill Schaier who will be on hand as usual to show you Lucky's "New Look" Creations for 1948 in . . .

ROOM 556—HOTEL McALPIN

During the Toy Fair

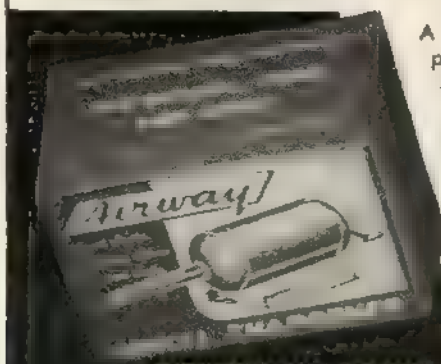
Bill Schaier - - - Sam Levy, Representing

LUCKY TOY COMPANY

26-30 BLEECKER STREET Telephone WO. 4-6856 NEW YORK 12, N. Y.

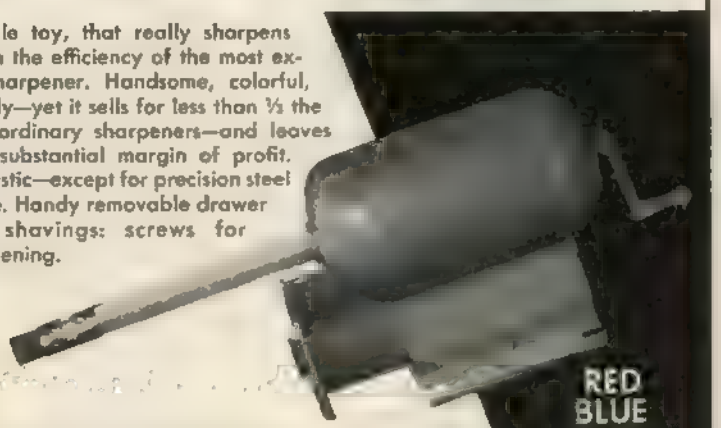
Be first WITH THE *New, Amazing*

AIRWAY PLASTIC PENCIL SHARPENER



INDIVIDUALLY BOXED

A remarkable toy, that really sharpens pencils with the efficiency of the most expensive sharpener. Handsome, colorful, and sturdy—yet it sells for less than ⅓ the cost of ordinary sharpeners—and leaves you a substantial margin of profit. All plastic—except for precision steel blade. Handy removable drawer for shavings: screws for fastening.



RED
BLUE
GREEN

A must for every youngster's room and every kitchen.
Rush your order NOW for immediate profits!

A Spectacular Promotion

RETAILS AT **49c**

EXCLUSIVELY DISTRIBUTED BY

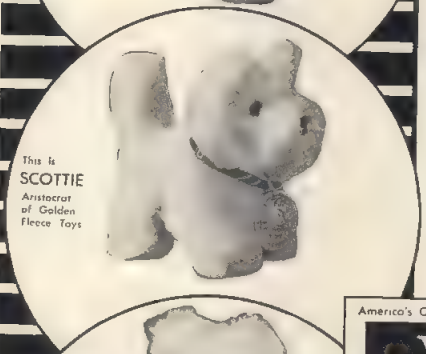
ROSS PRODUCTS, INC.

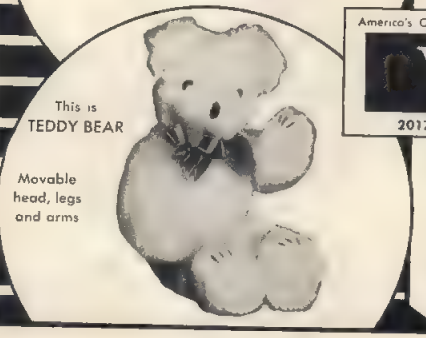
24 WEST 23rd STREET N.Y. 10, N.Y.

EEGEE DOLLS
. . . INVITES YOU . . .
TO SEE THEIR BEAUTIFUL
NEW LINE
OF
• RUBBER LATEX DOLLS
• DRINKING & WETTING DOLLS
• PLASTIC DOLLS
•
WE ALSO MANUFACTURE
A LARGE VARIETY OF
PLASTIC TEA SETS
•
VISIT US AT THE
NEW YORK
TOY SHOW
HOTEL McALPIN
ROOM 673-675
Lurable Skin
PLASTIC HEAD
MISS CHARMING
DOLL
Lurable Skin
RUBBER ARMS AND LEGS
Goldberger Doll Corp.
1107 BROADWAY
NEW YORK 10, N. Y.
Room 1208
Factory: 307 Richardson St., Brooklyn, N. Y.

ALL YEAR 'ROUND, FOR EVERY OCCASION

GOLDEN FLEECE TOYS





14 ADORABLE STYLES

MADE OF REAL LAMBSKIN

Ever Popular
Ever Lovable
Finest Ever

Children Love Them on Sight —
Mothers Love Them, too, because

They're SOFT and WOOLY
ENGINEERED FOR SAFETY
INDIVIDUALLY BOXED
They're LUXable, too

See the Complete Line at the

NEW YORK TOY FAIR

Hotel McAlpin — Room 428

Write for Illustrated Catalogue
and Free Mat Service

America's Oldest and Largest Manufacturer of Lambskin Stuffed Toys

WINCHESTER TOY COMPANY

2017 SOUTH 63rd STREET, PHILA 42, PENNA

Eastern Repres
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303 Breslin Building
New York City

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PAUL STEARNS & CO
255 West 15th St
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LINDSAY BERGSTROM CO
Mercantile Building
Denver Colorado

Mid Atlantic Repres
PHILIP FOGELNEST
Dendo Building
Philadelphia Pa

Mid West Repres
JAMES A. BORO
900 Rush St Chicago, Ill
Parkedge Hotel, St Louis, Mo

Western States Repres
LARRY KAHN
8237 Blackburn Ave
Los Angeles, Calif

DEPT. 9

KEROSENE CANS

MARTIN

Made of 28 gauge galvanized sheets with 4-ply side seam. Wide filler neck with cork lined heavy hexagon screw cap. Top and bottom stripe painted with durable Royal Blue enamel

SINGLE POUR SPOUT

No.	Capacity	Wt. per doz.	Per doz.
401	1 gal.	20 lbs.	$19.50
402	2 gal.	38 lbs.	27.00
405	5 gal.	58 lbs.	37.50

Number 401, one dozen; 402, one-half dozen; 405, one-third dozen in a carton.

LARGE DOUBLE POUR SPOUT

No.	Capacity	Wt. per doz.	Per doz.
5DPK	5 gal.	60 lbs.	$42.60

One-third dozen in a carton

EAGLE

Made of prime galvanized sheets with triple lock body seam. Wide mouth filler with handy grip cap. Blue decorated top and bottom bands and cap.

No.	Capacity	Wt. per doz.	Per doz.
408	3 gal.	48 lbs.	$35.00

One-third dozen in a carton

CANTEENS

FLAT BOTTOM

The flat bottomed canteen is the ideal package for many purposes. Satisfactory, both as a portable and storage container. Sturdy construction, with double seamed heads which eliminates dirt, and gives added strength for hard usage. Blanket covered

No.	Est. Capacity	Approx Wt. doz	Per doz
1-F	1 gal.	29 lbs.	$66.00
2-F	2 gal.	36 lbs.	72.00
3-F	3 gal.	46 lbs.	80.00

No. 1-F, one dozen; No. 2-F and No. 3-F, one-half dozen in a carton

METAL BOUND

Galvanized steel, double seamed. Zinc mouthpiece. The blanket covering is held on by means of a spun metal band, which firmly clinches it in place.

No.	Cap.	Size	Wt. per doz.	Per doz.
2-N	2 qt.	7⅝ in.	20¼ lbs.	$53.00
3-N	3 qt.	8¼ in.	23½ lbs.	58.00
4-N	4 qt.	8¾ in.	27 lbs.	64.00
6-N	6 qt.	10¼ in.	36½ lbs.	72.00
8-N	8 qt.	11¼ in.	43 lbs.	80.00

One dozen in a carton

STANDARD

Same type as above, but does not have metal band to hold blanket covering.

No.	Capacity	Wt. per doz	Per doz
12	2 qt	18 lbs	$51.00
13	3 qt	20 lbs	57.00
14	4 qt.	24 lbs	62.50
16	6 qt	33 lbs	75.00
18	8 qt.	36 lbs	84.00
20	10 qt.	49 lbs.	95.00

One dozen in a carton

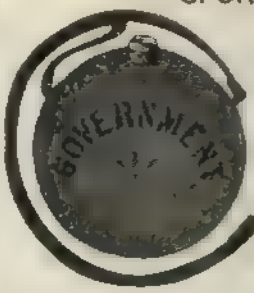
CANTEENS

SCOUT

Made of galvanized steel. Suitable for individual use. Double seamed covered with heavy colored duck. Nickeled adjusting slide on duck strap.

No.	Capacity	Wt. per doz.	Per doz
Scout	1 qt.	13 lbs.	$40.00

SPORT



Made of galvanized steel. Suitable for individual use. Double seamed covered with heavy colored duck. Nickeled adjusting slide on duck strap for shortening.

No.	Capacity	Size	Wt. per doz.	Per doz.
Sport	3 pts.	8 in.	20 lbs.	$63.00

Above, one in a carton

KOOL KANS

A portable thermo cabinet for use in the home, for camping, touring and picnics. Completely insulated with ground cork, are practically air tight, and will keep ice, food and beverages cold for many hours. Number 10-F with faucet.

No.	Cap. gals	Size, in.	Wt. each	Each
1	4½	11⅛x12¾	13½ lbs.	$ 6.85
10-F	10	10½x20¾	23½ lbs.	20.00

One in a carton

KOOL KAN TRAY

Made for use in Number 1 Kool Kan, it rests on an inside bead about 4½ inches from the bottom allowing a space for ice below.

No.	Wt. per doz	Per doz
Kool Kan Tray	15 lbs.	$9.80

Loose

FISHING RODS

GRANGER

DELUXE

Three-piece extra tip, made of brown tone, selected Tonkin cane. Tournament wrapping, gold and ivory. Hardened steel raised butt guide and pear shaped steel top. Nine graduated bronzed snake guides. Special screw locking reel seat with shaped cork grip. Divided cloth bag packed in screw top aluminum case.

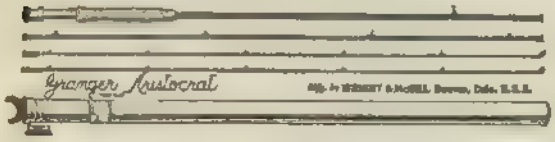
No.	Length	Wt. each	Each
GD9050	9 ft.	5 ozs.	(F) $60.00
GD9660	9½ ft.	6 ozs.	(F) 60.00

FAVORITE

Three-piece and extra tip, made of selected brown tone Tonkin cane with gold and ivory wrappings. Hardened steel raised butt guide and pear shaped top. Nine graduated bronze snake guides. Special screw locking reel seat and shaped cork grip. Divided cloth bag packed in screw top aluminum case.

No.	Length	Wt. each	Each
GF9050	9 ft.	5 ozs.	(F) $50.00
GF9660	9½ ft.	6 ozs.	(F) 50.00

ARISTOCRAT



Three-piece and extra tip, made of brown tone selected Tonkin cane. Tournament wrapping, gold edged with black. Hardened steel raised butt guide and pear shaped top. Nine graduated bronze snake guides. Special screw locking reel seat with shaped cork grip. Packed in cloth case in an aluminum screw top case.

No.	Length	Wt. each	Each
GA9050	9 ft.	5 ozs.	(F) $40.00
GA9660	9½ ft.	6 ozs.	(F) 40.00

SPECIAL

Three-piece and extra tip, made of selected brown tone Tonkin cane. With green silk wrappings. Hardened steel raised butt guide with pear shaped steel top. Nine graduated bronze snake guides. Special screw locking reel seat with shaped cork grip. Packed in cloth bag in an aluminum case.

No.	Length	Wt. each	Each
GS9050	9 ft.	5 ozs.	(F) $30.00
GS9660	9½ ft.	6 ozs.	(F) 30.00

VICTORY

Three-piece and extra tip, made of selected Tonkin cane. Brown variegated edge with black tournament wrappings. Hardened steel raised first guide, nine graduated bronzed snake guides and steel pear shaped top. Special screw locking reel seat and shaped cork grip. Packed in cloth bag in a fibre screw top case.

No.	Length	Wt. each	Each
GV8642	8½ ft.	4½ ozs.	(F) $25.00
GV9050	9 ft.	5 ozs.	(F) 25.00
GV9053	9 ft.	5¾ ozs.	(F) 25.00
GV9660	9½ ft.	6 ozs.	(F) 25.00

STREAM AND LAKE

Three-piece and extra tip, made of brown tone bamboo with red and black wrappings. Agatene first guide with six graduated bronze snake guides and pear shaped steel top. Patented screw type locking reel seat and shaped cork grip. Packed in a cloth bag and fibre screw-top case.

No.	Length	Wt. each	Each
SL8642	8½ ft.	4½ ozs.	(F) $20.00
SL9050	9 ft.	5 ozs.	(F) 20.00
SL9660	9½ ft.	6 ozs.	(F) 20.00

(F) Fair Traded

5. Blue-eyed Cockatoo. *(Cacatua ophthalmica)*

HOWARD ANCHORS AND OAR LOCKS. Anchors and oar locks in various types are available from the James H. Howard Industries, Detroit, Mich. Their Navy type anchors have a swivel handle removable shank and a semi-steel body with the eye end of the shank designed to take ½" to ¾" rope or cable. Sizes are from 10 to 15 pounds. The mushroom or fisherman's type anchor comes in 10 and 12 lb. sizes.

Howard oar locks are of the North River type.

THREE MODELS OF NOR'WEST CRUISERS AVAILABLE. Three different models of a compact 24' 9" cruiser are under construction by Nor'west Cruisers of 1331 Northlake, Seattle, Wash. Cedar planked (bottoms are double planked) and screw fastened, they have a beam of 8' 6" and a draft of but 20". A settee which converts into an upper and lower berth and a dinette which can be transformed into a full width double bunk provide accommodations for four. The standard and utility models are powered by a Chrysler Ace, while the Deluxe comes with a Chrysler Crown. Both the Deluxe and Utility models have numerous extras which will contribute to both comfort and pleasure afloat.

ESSANDEE MARINE RUNABOUTS AND CRUISERS. A 19' utility runabout and cruisers in lengths of 28' and 32' are offered by the Essandee Marine Co., of Santa Monica, Calif. The utility is a V-bottom model with ½" plywood topsides and a double planked bottom, with ½" cedar planking over ¼" plywood panels. Chines and keel are oak and fastenings are monel nails. With a 90 hp. Flagship engine she is priced at $2975. Optional power installations up to 160 hp. may be had at additional cost, affording speeds up to 40 m.p.h. The cruiser is constructed throughout with ½" marine plywood over oak longitudinals. One double berth and an upper and lower berth provide accommodations for a maximum of 4 persons. With standard power of a 90 hp. Flagship engine she is priced at $4790. The 32-footer may be had with either single or twin screw power installations. She has plywood topsides and a double planked bottom.

THE SUPERSHIP "30". An all-welded steel cruiser known as the Supership "30" is offered by The Eastern Marine Construction Co., Inc., of Niantic, Conn. Principal dimensions are: 29' o.a., 9' 10" beam, 3' draft. She has accommodations for four persons in two cabins. Standard power is a Lathrop 6 cyl. engine which develops 107 hp. driving through a 2:1 Paragon reduction gear. The forward cabin is completely insulated with 1" sheet cork cemented to the hull. Tempered Masonite is then applied over the cork and the frames, making a smooth surfaced interior. The deck house cabin is insulated overhead with cork or Fiberglas. Electrolysis is carefully guarded against through careful insulation of dissimilar metals and the use of zinc. She was designed by H. M. Smith.

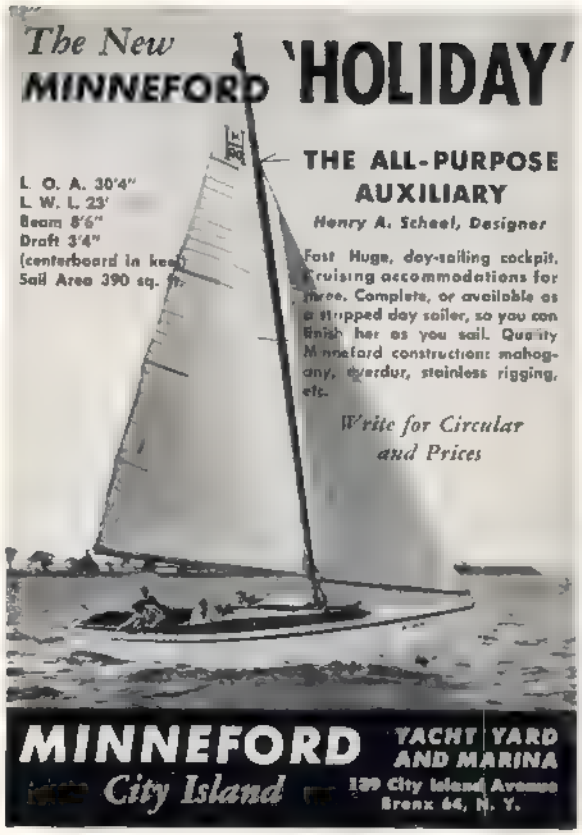
THE DRAKE CRAFT 36. The Drake Craft Boat Co., of Wilmington, Calif., well known as builders of the Drake Craft 24 auxiliary sloop, has added a stock cruiser — the Drake Craft 36 — to its fleet. With sleeping accommodations for six, she features a large galley, dinette and a roomy pilot house and cockpit. She is powered with twin Chrysler Crowns driving through 2:1 reduction gears which give her a top speed of over 20 m.p.h. The Drake Craft 36 is available in both a Deluxe and Standard model.

JONES MOTOROLA INSTRUMENT PANELS. The Jones Motorola Corp., Stamford, Conn., has announced extensive additions to its line of marine instrument panels. They include every practicable combination of tachometers, gauges, ignition locks and panel light switches for gasoline engine installations as well as the somewhat more elaborate gauge requirements for the most efficient and safe operation of diesel power plants. Both single and multiple screw installations are available. All panels are furnished with or without indirect lighting.

The manufacturer also announces additions to its line of driving accessories. Right angle adapters or drive sections, ball and plain bearing types with cast housings, dual tachometer drives of ball bearing types for the double control station installations, and adapters for providing tachometer drives on engines not so equipped by the manufacturer are standard items in the Jones line.

AERO ALUMINUM SKIFF & DINGHY. The Aero Welding & Manufacturing Co., Chicago, Ill., which introduced a 12' aluminum skiff a year ago, has recently added an 8' dinghy to its line. Known as the Aero Dink, it carries from three to four persons yet weighs but 60 lbs. It has two buoyancy compartments and is designed to take outboard motors up to 5 hp.

The manufacturer's aluminum skiff seats three to four persons and weighs 85 lbs. It is also fitted with buoyancy tanks.



THE IMPORTED FLEET OF NORGE BOATS. Norge Boats, Inc., of Stamford, Conn., in addition to designing yachts both sail and power, are importers of new Scandinavian-built sail boats. Included in the line are 19' Norwegian-built double-ended, keel sloops, the Dragon, 29' 2" racing sloop which is so popular abroad and which will race in the 1948 Olympics, Mona, 25 square-meter sloops, the Oslo class, an 18' centerboarder, or prance, a 22' 4" sport power cruiser which is built in this country by Barstan & Savanto.

THE GALLEY SLAVE FREES GALLEY SLAVES. An all-purpose cooker called the Galley Slave, is sure to make a hit with all seagoing cooks. It is made of heavy cast aluminum by the Flat-Top Cooking Utensil Co., of Norwalk, Conn., and consists of 5 pieces, which nest together into one unit. Not only does it stow nicely, but it can cook two foods at once and lends itself to boiling, double boiling, baking, draining and frying.

FOX RIVER FEATURES MOLDED PLYWOOD. The Fox River Boat Works of W. De Pere, Wis., uses molded plywood construction in all of its boats which include an 8' 8" sailing dinghy, a 12' outboard runabout, a 14' outboard runabout and a 14' inboard. Mahogany is specified in the dinghy and the 14-footers.

The Egg Harbor Boat Co., of Egg Harbor City, N. J., builds this handsome, round bottom, 28' Jersey Sea Skiff

SARD BINOCULARS. The well-known Sard binoculars are manufactured by the Kollsman Instrument Division of Square D Co., 80-08 45th Ave., Elmhurst, N. Y. Featured for marine use is their 7x50 glass. Its field of view is 7° 10', giving a field 376 ft. in diameter at 1000 yards. They are particularly useful for night use due to this wide field and to the fact that the optics are coated. They are attractively finished, weigh 47 ounces and come complete with a leather carrying case.

TEXTILEATHER'S TOLEX. Tolex, a plastic leathercloth manufactured by the Textileather Corp., of Toledo, Ohio, is widely used for upholstery in yachts. It comes in a wide range of fast colors, resists mildew, fire, salt water and abrasion and is easily cleaned.

TAYLOR DISTRIBUTES THE FIREFLY. The 12' sloop rigged dinghy Firefly which is to race in the 1948 Olympic games is distributed in this country by R. P. Fayter, 11 W. Seventh St., Los Angeles 14, Calif. Designed by Uffa Fox and built by Fairey Marine Ltd., in Britain, she is made of 9-ply birch veneer, weighs only 250 lbs. fully equipped and carries 90 square feet of sail. She is intended for racing characteristics rather than a conventional sailing dinghy in having forward and side decks.

A STAINLESS STEEL OUTBOARD RUNABOUT. Stainless steel outboard runabouts in lengths of 12' and 14' are manufactured by the Star Tank and Boat Co., of Goshen, Indiana. The 14-footer weighs only 200 lbs., will take outboards up to 9 hp. and has stamped in full length spray rails. She is said to be suitable for either fresh or salt water.

STERLING ENGINES FOR 1948. The Sterling Engine Co., of Buffalo, N. Y., is in full production of its complete series of marine diesels rated from 75 to 660 hp. at speeds of from 900 to 1500 r.p.m. Gasoline models deliver from 400 to 600 hp. at speeds of 800 to 1200 r.p.m. The plant's production lines and schedules have been revamped and it is said to be operating at close to capacity.

SETH THOMAS CLOCKS. Marine Clocks, barometers and clock-barometer combinations are manufactured by Seth Thomas Clocks, Thomaston, Conn. The clocks come in a wide range of sizes, types and prices. Some have plain cases, others are framed in a mahogany wheel. They come with or without ship's bells. Cases are polished brass and the dials are etched silver plate.

2. Grey-chested Bird of Paradise. *(Paradisea decora)*

GAS PLATES

GRISWOLD

DOUBLE BURNER

Size of top, 9½x17½ inches. Height, 5⅝ inches. Two single 3½-inch round drilled burners.

For Natural Gas

No.	Weight each	Each
202	15 lbs.	$14.20

For Butane Gas

No.	Weight each	Each
202-B	15 lbs.	$14.20

THREE BURNER

Size of top, 9½x25½ inches. Height, 5⅝ inches. Three single 3½-inch round drilled burners.

For Natural Gas

No.	Weight each	Each
203	20 lbs.	$20.30

For Butane Gas

No.	Weight each	Each
203-B	20 lbs.	$20.30

All above, one in a carton

CUT STOVE MICA

Selected stove mica. Each sheet in an individual envelope.

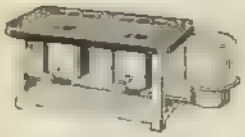
Size	Per sheet
★1⅜x3 in.	$0.05
2 x3 in.	.05
2 x4 in.	.07
2½x3 in.	.07
†2½x4 in.	.10
3 x3 in.	.10
3 x4 in.	.15
3 x5 in.	.18
4 x5 in.	.30
4 x6 in.	.40
5 x7 in.	.65
6 x6 in.	.80

One hundred sheets or envelopes in a carton

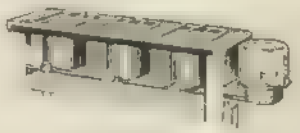
★For Perfection Cook Stoves
†For Perfection Heaters.

OIL STOVES

ANCHOR BLUE FLAME



No. 322—Two-burner



No. 323—Three-burner

Sturdy steel frames, finished in white synthetic enamel with black Japanned top surface. Glass fuel tank with automatic feed. Quick lighting, simple in construction, easy to operate.

Specifications: Height, 8¾ inches; top surface, 21¾ inches; length, 28¼ inches.

No	Weight each	Each
322	17 lbs.	$14.80

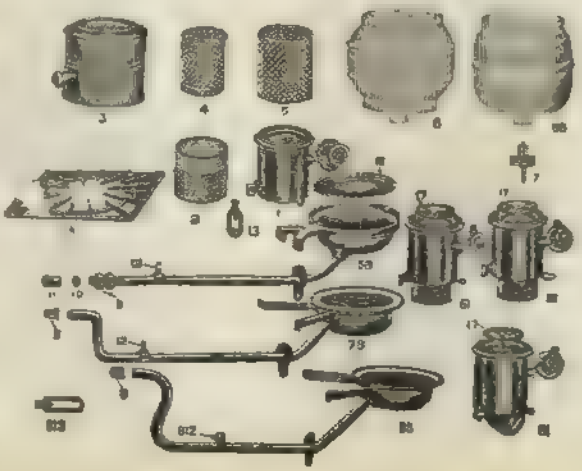
One in a carton

Specifications: Height, 8¾ inches; top surface, 31⅛ inches; length, 37½ inches.

No.	Weight each	Each
323	24 lbs.	$19.30

One in a carton

PARTS FOR KEROGAS WICK OIL COOKING STOVES



ALL PARTS FOR FACTORY SHIPMENT.
GIVE NAME AND NUMBER OF STOVE WHEN ORDERING.

CAST IRON HOLLOW WARE

GRISWOLD

Made of highest quality gray iron, polished, buffed and lacquered to prevent rust.

SKILLETS

No.	Top, in	Bottom, in	Depth in.	Wt. each	Each
3G	6 1/8	5 1/2	1 1/4	1 1/2 lbs.	$1.40
5G	8	6 3/4	1 3/4	1 1/2 lbs.	2.10
6G	9 1/8	7 1/2	2	3 lbs.	2.20
7G	9 7/8	8 1/4	2	3 1/2 lbs.	2.50
8G	10 3/8	8 7/8	2	4 lbs.	2.70
9G	11 3/8	9 1/2	2	4 1/2 lbs.	3.10
10G	11 3/4	10 1/4	2 1/4	4 lbs.	3.50
12G	13 3/8	11 3/4	2 1/4	6 1/2 lbs.	5.10

Nos. 3 to 9, four in a carton. Nos. 10 and 12, two in a carton

BASTER OR TITE TOP DUTCH OVEN

Flat bottom. Cast iron cover. All equipped with aluminum trivet, and lock bail.

No.	Cap., qts.	Top, ins.	Depth, ins.	Wt. ea., Lbs.	Each
8-B	4 1/2	10	4	12	$8.50

One in a carton

Same as regular Dutch Oven, except has genuine Pyrex cover.

No.	Capacity	Wt. each	Each
8-BP	4 1/2 qts.	8 lbs.	$5.80

One in a carton

ROUND HANDLED GRIDDLES

No.	Top diam.	Wt. each	Each
9G	10 1/4 in.	4 lbs.	$2.70

Four in a carton

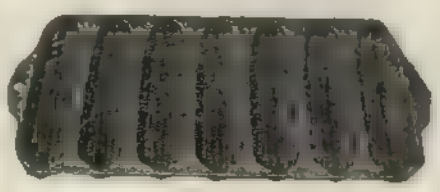
GEM PANS

Ten round, deep cups. Size, 2 1/2 x 1 5/8 inches.

No.	Size	Wt. each	Each
10	11 1/4 x 7 3/4 in.	5 lbs.	$2.00

Four in a carton

CORN STICK PANS



Seven corn stick molds, 5 1/4 x 1 3/4 x 3/4 inches.

No.	Size	Wt. each	Each
278	12 5/8 x 6 in.	3 1/2 lbs.	$1.90

Four in a carton

CHICKEN FRYER

No	Size	Wt. each	Each
8C	10 1/2 in.	10 1/2 lbs.	$5.30

One in a carton

LONG GRIDDLE

No.	Size	Wt. each	Each
8	17 x 9 3/8 in.	11 lbs.	$ 5.50
11	24 7/8 x 13 3/8 in.	24 lbs.	14.00

No. 8 four in a carton, No. 11 one in a carton

DRIP PANS

COMMON OR SEAMED

Blued Steel.

Size	Wt per doz.	Per doz.
8x10 in.	11 lbs.	$ 4.90
8x12 in.	14 lbs.	5.50
9x14 in.	19 lbs.	6.00
10x14 in.	19 lbs.	7.00
10x17 in.	23 lbs.	8.50
11x15 in.	20 lbs.	8.00
11x16 in.	22 lbs.	8.70
12x12 in.	20 lbs.	7.50
12x17 in.	26 lbs.	9.70
14x14 in.	25 lbs.	9.20
14x15 in.	25 lbs.	9.40
14x17 in.	26 lbs.	10.50
16x17 in.	32 lbs.	12.00
18x19 in.	36 1/2 lbs.	14.50

Three dozen in a crate

FRYING PANS

ACME

Nos. 00 to 6

Savory Made, Polished Pressed Steel. Tin covered cold handle, one piece.

No.	Size	Wt. per doz	Per doz.
00	6 x 1 5/8 in.	5 lbs.	$ 3.20
0	8 x 1 3/4 in.	8 lbs.	4.80
1	8 1/2 x 1 3/4 in.	11 lbs.	6.00
2	9 x 1 7/8 in.	12 lbs.	7.00
3	9 1/2 x 1 7/8 in.	14 lbs.	7.50
4	10 1/4 x 2 in.	16 lbs.	8.00
5	11 x 2 in.	19 lbs.	9.20
6	12 x 2 1/8 in.	23 lbs.	10.50

One-quarter dozen in a bundle

at ROOM 232
200-5th Ave.

Gund Celebrates its 50th Anniversary with the Introduction of World Famed WALT DISNEY CHARACTERS

WALT DISNEY CHARACTERS
Re-created by
GUND
MICKEY MOUSE
DONALD DUCK
PLUTO
LULUBELLE
BONGO

Right off the screen into hearts and homes everywhere!
Gund has re-created Disney's famous characters into lovable, durable stuffed toy characters. Authentic in every detail and exquisitely styled, they are "alive" as only Gund characters can be. Attention-compellers and sales-stimulators, priced right for volume turnover. See them all. Feature them all. See the screen characters that all America knows and loves best.

Since 1898

GUND MEANS REAL VALUE IN STUFFED TOYS

PARKER GAMES

The MOST FAMOUS and LARGEST SELLING Games in the World

The newest and most original idea in a game for youngsters

See "RUDOLPH" *at the New York Toy Fair*

Retail Price $3.00

PARKER BROTHERS, Inc.

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Gund Introduces New Additions to the F. F. G.*
WALT DISNEY'S World-Famed CHARACTERS . . .

*Famous Family of Gunds

Walt Disney's Bongo and Lulubelle re-created by GUND

WALT DISNEY CHARACTERS
Re-created by
GUND
MICKEY MOUSE
DONALD DUCK
PLUTO
LULUBELLE
BONGO

Right off the screen into hearts and homes everywhere!
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Gund

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MANUFACTURING COMPANY
J. SWEDLIN, INC., Successor 200 Fifth Ave., New York, N. Y.

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BAS·KET

REAL BASKETBALL IN MINIATURE!

- A best-seller for years . . . now more popular than ever!
- Fast action . . . shoot the ball from any position on the Court. Year 'round fun for all ages! Regulation Conference Rules and Scoreboard.
- Indoor sport at its best, BAS-KET sells on sight!

CADACO-ELLIS—*Originators of Games*

Merchandise Mart
CHICAGO, ILL.

Room 407—200 Fifth Ave.
NEW YORK

at ROOM 232
200-5th Ave.

Gund Celebrates its 50th Anniversary with the Introduction of World Famed WALT DISNEY CHARACTERS

Bongo Lulubelle

Copyright Walt Disney Productions

WALT DISNEY CHARACTERS
Re-created by
GUND
MICKEY MOUSE
DONALD DUCK
PLUTO
LULUBELLE
BONGO

Right off the screen into hearts and homes everywhere!
Gund has re-created Disney's famous characters into lovable, durable stuffed toy characters. Authentic in every detail and exquisitely styled, they are "alive" as only Gund characters can be. Attention-compellers and sales-stimulators, priced right for volume turnover. See them all. Feature them all. See the screen characters that all America knows and loves best.

Since 1898

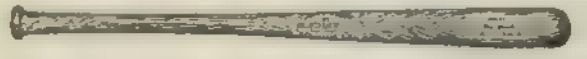
GUND · MEANS REAL VALUE IN STUFFED TOYS

BASEBALL BATS

LOUISVILLE SLUGGER

Natural white finish, selected grade of second growth white ash, patterned after the original models of the famous sluggers whose name they bear. Six different models in each carton, lengths 34, 35 and 36 inches.

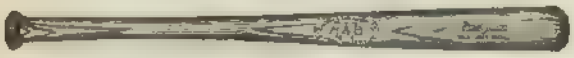
No.	Wt. per doz.	Per doz.
125	28 lbs.	★$41.40



Selected ash in light tan finish. Patterned after the original models of the famous sluggers whose names they bear. Six different models in each carton. Lengths, 34, 35 and 36 inches.

No.	Wt. per doz.	Per doz
40	28 lbs.	★$39.00

H AND B MODELS
MAJOR LEAGUE



Light brown finish ash. Six different players names branded on bats in each carton of twelve. Lengths, 32 to 36 inches

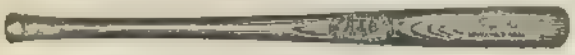
No.	Wt. per doz.	Per doz.
35	28 lbs.	★$28.20

No. 30

Natural white finish ash with assorted names. Lengths ranging from 32 to 36 inches.

No.	Wt. per doz	Per doz.
30	28 lbs.	★$28.20

SAFE HIT



Light brown finish ash. Assorted names, with lengths from 32 to 35 inches.

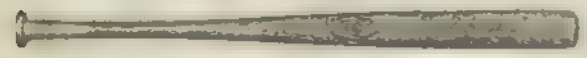
No.	Wt per doz	Per doz
14	28 lbs.	★$21.00

LEADER

Saddle brown finish ash. Assorted names and in lengths from 32 to 35 inches

No.	Wt per doz.	Per doz
9	28 lbs.	★$15.60

D AND M MODELS
PROFESSIONAL



Light brown finish. Made of second growth ash or hickory with modified barrel. Assorted autographed models in a carton. Lengths, 32 to 36 inches.

No.	Wt. per doz.	Per doz.
D27	28 lbs.	★$41.40

WORLD SERIES

White finish. One dozen assorted models, weights and lengths, in a carton.

No.	Wt. per doz.	Per doz
D33	28 lbs.	★$39.00

All above, one dozen in a carton.

D AND M MODELS
ALL-AMERICAN

Light brown finish. Assorted name branded models of major league players. One dozen in a carton. Lengths 32 to 36 inches.

No	Wt. per doz.	Per doz.
D40	27 lbs.	★$27.00

SEMI-PRO

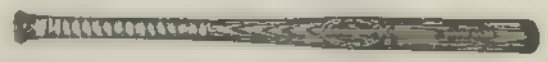
Light brown finish. Assorted name branded models. Lengths, 32 to 36 inches.

No	Wt. per doz.	Per doz.
D44	26 lbs.	★$21.00

Above, one dozen in a carton.

SOFTBALL BATS

LOUISVILLE SLUGGER



Brown finish. Assorted models of ash, hickory or any hardwood of equal grade. White taped grip. One dozen in a carton, assorted six 33-inch and six 34-inch.

No	Wt. per doz.	Per doz.
102	25 lbs.	★$26.40

OFFICIAL SLUGGER

Official softball model in brown finish. Assorted models in hickory or ash with brown Zapon grip. One dozen assorted in a carton, six 33-inch and six 34-inch.

No	Wt per doz.	Per doz
54	25 lbs	★$20.40

Official model in ebony finish. Made of hickory with skin white taped grip. One dozen assorted models in a carton, six each 33-inch and 34-inch lengths

No	Wt per doz	Per doz
52H	25 lbs	★$15.60

No. 51H

Official model, brown finish hickory with skip black taped grip. One dozen assorted models in a carton Lengths, 33 and 34 inches.

No	Wt. per doz.	Per doz.
51H	25 lbs.	★$13.20

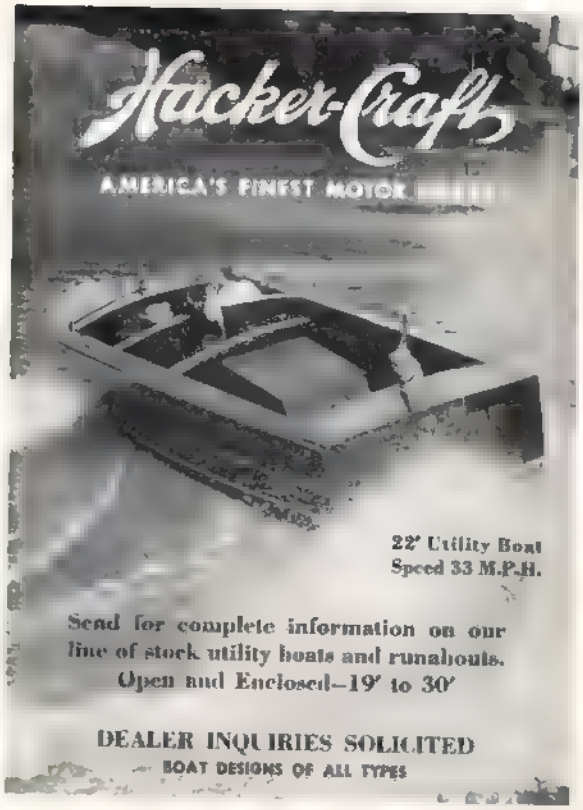
No. 50

Official model, brown finish hickory with skip black taped handle. One dozen assorted models in a carton. Lengths, 33 and 34 inches.

No	Wt. per doz.	Per doz.
50	25 lbs.	★$10.80

All above, one dozen in a carton.

★ Factory Suggested Resale Price



HACKER BOAT COMPANY, MOUNT CLEMENS, MICHIGAN
CABLE ADDRESS—HACKER CRAFT—MOUNT CLEMENS

We carry a complete line of Marine Equipment — sails, flags, covers, hardware, paints, ropes, glues.

JOYS BROS. CO.
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Cy Gillette took honors among the Lightnings with his Shamrock-built craft. New officers of the club include Cy Gillette, commodore, William Hoe, vice commodore; and Pete Hagens, rear commodore. At Waikiki, the fall series winners were Roy May's PC *Mistress*, Frank Rothwell's Star *Pupule*, Dick Soelberg's 210 *Kuoo*, Milly McIntosh's 110 *354* and Buck Anderson's Mercury *Hiki No*.

▶ Late arrivals in port include Clarence Ackerman's *Island Girl*, up from Tahiti after a 15-month cruise; Gordon Curtis' *Karlchris* in from the same area; and a well-known figure in Honolulu, Sam Emmes, in from San Pedro in his schooner *Rendezvous*

LAKE ONTARIO NEWS

By Lee Shore

▶ The annual meeting of the Lake Y.R.A. was held at the Buffalo C.C. on November 9th with representatives present from Royal Canadian, Royal Hamilton, Rochester, Clayton, Sodus, Queen City, Youngstown, Crescent, National, and Buffalo clubs. Two new clubs were voted into membership, Pultneyville Y.C. and Oshawa Y.C. Last year's slate of officers was reëlected: President, Chuck Spaulding, Youngstown Y.C.; vice president, Wes Gamble, Crescent Y.C.; 2nd vice president, Cliff Lunt, Royal Hamilton Y.C.; secretary-treasurer, Newt Castle, Rochester Y.C. Clayton Y.C. will be host club for the L.Y.R.A. Regatta next July. This year the Freeman classic will again precede the usual three days of class racing. Sodus will be the starting point of the Freeman and boats will sail west to a buoy off the Rochester piers and then swing east up the lake to Clayton located in the heart of the 1000 Islands. The proposed Rochester Race, the 400 mile "longest fresh water race," was discussed informally at the meeting and was enthusiastically received by the other clubs. This race coming approximately a month after the Freeman (Monday, August 30th) will not conflict in any way with the tradition abound L.Y.R.A. events.

▶ Youngstown Y.C. members have elected the following officers for 1948: Commodore, Henry Yale; vice commodore, Wes Montgomery; rear commodore, Walter Yates; fleet captain, James Sconce. An innovation in *Ripples*, Youngstown Y.C's monthly bulletin to members, is a brief biography in each issue of a boat (not skipper, *boat*).

▶ The annual Sailors' Dinner and presentation of cups was held at Royal Hamilton Y.C. on November 14th. Gordon Reid commodore of the International Skeeter Association gave a talk and showed action pictures of ice boating which greatly increased the enthusiasm for the Skeeter regatta to be held at Royal Hamilton January 16th to 18th. The Joe Berry Memorial Trophy for outstanding performance was awarded to John Robertson who also took honors in both Lightning series. The William Judd Memorial Trophy was won by Doug Banwell while the Bill McDonald Memorial Trophy went to W. R. White. Round the Bay series was won by W. R. Morrison and the Snipes and Rainbows both split their series. Tim Nelson and Don Green in the former and Cliff Lunt and Bill Stookers in the latter class.

▶ Bill Calkins and Phil Hoffman, co-owners of the *Chanty* took Louie Wehle's 73' power cruiser *Jenny III* from here to N. Y. as the first lap of her trip to Florida waters. Another R.Y.C. boat to winter in the south is Phelps Langworthy's *Ke-We-Me III* which Phelps and Elizabeth took south early in October. Arriving just in time for a couple of sails before winter set in was Eric Moore's *Cheemaun II*, a trim Rhodes 27 which Eric brought into the club from Mentor Harbor Y.C.

▶ At the helm of Queen City Y.C. for 1948: Commodore, James Mitchell; vice commodore, A. Wilson; rear commodore, W. K. Purchase, secretary, A. Halroyd; treasurer, D. Kimpson. Al Rae was appointed to head up a five year club improvement planning committee.

SUPERB HALCO BRAND

SILVER BRITE ICICLES
ARTIFICIAL SNOW

Genuine lead foil icicles, crinkled for extra luster; and sparkling, clean mica flake snow. Market leaders! More weight, lowest price per box

AMERICAN BEAUTY SPARKLERS

The quality sparkler—always accepted as the standard of excellence . . . Safe for joyful holidays . . . Steady burning—lots of stars. Sizes: 8, 10, 14, 20 and 36 inches.

HALCO *Baby Fluffee Dolls for 1948*

Skillfully designed with emphasis on highest quality materials and craftsmanship. Artfully fashioned into lovely, eye-catching, sales-producing creations. As always, the finest quality and styling *at attractive popular prices.*

HALCO'S SUPERB BRAND ROLL CAPS

50 shots per roll, 5 rolls per box Extra loud—extra fine. Long recognized as the country's best roll caps. *The caps the kids always ask for!*

SUPERB HALCO BRAND

J. HALPERN COMPANY

810 PENN AVENUE
PITTSBURGH 22, PA.

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5TH AVE. BLDG., NEW YORK CITY

HALCO'S TEXAN HOLSTER SETS

1948's Outstanding Values

. . . Rich all-leather holsters complete with the best-made metal pistols, representing more eye appeal, more ornamentation, and more value than ever before to thrill your neighborhood bronco busters. Tops in materials, craftsmanship. *Priced to Sell!*

SUPERB HALCO BRAND

HALCO COSTUMES

America's foremost line! Setting the pace for design, quality and value. High grade heavy quality cambrics, ever-glazed chintzes and satteens. Children's and adults sizes.

DOUGHBOY 72 BIG SHOTS

Halco's famous single shot caps. Sure fire -- sure seller. The best quality caps on the market

HALCO'S SKY FLIER

A beautifully finished, action-packed toy that uses our Doughboy Caps. Brightly colored, red, white and blue. A big bang for thrills—Sky-high in Sales Appeal.

SUPERB HALCO BRAND

J. HALPERN COMPANY

810 PENN AVENUE
PITTSBURGH 22, PA.

300 FIFTH AVENUE
5TH AVE. BLDG., NEW YORK CITY

ELECTRIC FOOD MIXERS
HAMILTON BEACH

Easily portable — mixes in any bowl or pan—over the stove or on the table. One hand slides the beater unit off or on the stand and the same hand starts or stops the motor or controls the mixing speeds.

Non-radio interfering, multi-speed motor has more power than is ever needed. Maintains constant controlled speed of beaters in heavy or light mixtures. Not limited to a definite number of speeds. Slightest change of control switch changes the speed of the beaters.

Motor tips back for removing bowls or beaters. Bowls revolve automatically insuring thorough mixing.

Beautiful white opaque glass bowls. Chromium plated double beaters are double guarded and are detachable in one unit having a single agitator. Baked white and black enameled finish; chromium plated exposed working parts. Bakelite handle; non-marring rubber feet.

Complete with juicer, 1 and 3 quart bowls, cord and plug 110 volt, A.C. or D.C.; up to 75 cycles.

Each

No. E—Weight each 25 lbs. ..... $.....

One in a carton.

EXTRA GLASS MIXING BOWLS

Cap., qts.	1	3
Wt. each lbs	3	5
Each	$....	...

One in a carton.

EXTRA JUICE EXTRACTOR BOWLS

Each

Juice Extractor Bowl—Wt. each 3 lbs. ..... $ ...

One in a carton.

ELECTRIC FOOD MIXER ATTACHMENTS
HAMILTON BEACH

Juice Extractor

Operates on top of motor as illustrated. Removes all juice from oranges, lemons and small grapefruit. Sanitary—no metal parts connected to bowl. Removable strainer inside of opaque glass bowl, detachable guide spout.

Each

Juice Extractor—With white opaque glass bowl; wt. each 4 lbs. .$ . ..

One in a carton.

Coffee Grinder

Sets on motor housing as illustrated. Adjustable; grinds coarse for boiling, medium for percolating and very fine for vacuum coffee makers. Top glass holds one pound.

Each

Coffee Grinder—Wt. each 5¼ lbs...$....

One in a carton.

ELECTRIC FOOD MIXER ATTACHMENTS
HAMILTON BEACH

Meat Grinder and Chopper

Has inside cutter for grinding meat without crushing it. Also a coarse plate and cutter are furnished for chopping vegetables. To be used with power unit which is not included. Cast housing and feeder screw; hardened steel cutter knives and meat plate with machine ground cutting surfaces.

Complete with plate, knives and wood pestle. Tinned finish.

Each

Meat Grinder and Chopper—Wt. each 4 lbs. ..... $.. ..

One in a carton.

Pea Huller and Bean Slicer

Attached to motor in place of beaters. Hulls peas and lima beans quickly and easily. Slices string beans into long thin strips. Cooking time is greatly reduced and flavor improved.

Each

Pea Huller and Bean Slicer—Wt. each 1½ lbs. . .. .$ ....

One in a carton.

Slicer and Shredder

Slicer cone with six knives revolves in housing and quickly slices fruits and vegetables. Slicer cone is easily replaced by shredder cone which shreds practically all vegetables and fruits.

Die-cast housing. Hardened metal cones for clean cutting and long life. To be used with power unit which is not included.

Each

Slicer and Shredder—Wt. each 2¾ lbs..... $ ...

One in a carton.

Power Unit

Motor of mixer is attached to the power unit which is required to operate the Meat Grinder and Slicer-Shredder attachments.

Each

Power Unit—Wt. each 6½ lbs. .. .. $...

One in a carton.

ELECTRIC COFFEE MAKERS

CORY, AUTOMATIC

Automatically brews coffee without having any switches or complicated mechanism to set. Water is brought to correct brewing temperature, brew is agitated in upper bowl for proper time, and the high heat is then turned off to allow coffee to be drawn into lower container. Low heat automatically turns on when brewing is completed to retain the coffee at correct serving temperature

110 volts, A.C. only; 800 watts

Each

No. DEA—6-8 cup cap.; complete with upper bowl cover, lower bowl cover, upper bowl stand and coffee measure; wt each 7 lbs. . . . . $

ELECTRIC COFFEE PERCOLATORS

UNIVERSAL

Puritan Pattern

An electric percolator with a gleaming chrome finish combines simple beauty with utility

Patented "cold water" pump starts percolation quickly Makes coffee completely without boiling

Should current be left "on" when percolator is empty, a safety fuse plug breaks the circuit before damage can result

Complete with cord.

110 volts, A.C.; 400 watts.

Each

No. EA4276—7 cup cap.; wt each 4 lbs. . . . . $

All above, one in a carton

ELECTRIC COFFEE PERCOLATORS

UNIVERSAL, COFFEEMATIC

Automatic

Chromium plated finish with mottled mahogany plastic handle and trim.

Automatically makes coffee to the desired strength by setting control dial to strong, medium or mild. Percolation stops when coffee is done and current is then reduced to keep coffee at serving temperature. Signal light above dial indicates when coffee is ready to serve.

Patented "cold water" pump starts percolation quickly so that coffee is completely made without boiling. Finely perforated filter cup insures clear beverage Complete with cord

110 volts, A.C. only, 400 watts

Each

No. EA4401 7 cup cap.; wt each 4 lbs. . . . . $

One in a carton

Non-Automatic

Patented "Cold Water" pump starts percolation quickly. Coffee is completely made without boiling. Water is evenly distributed over ground coffee to extract its full flavor. Finely perforated filter cup insures clear beverage. Body and handle balanced to eliminate wrist strain. Non-drip, easy pouring spout.

Chrome finish; mottled mahogany plastic handle and trim.

110 volts, A.C. or D.C ; 400 watts.

Each

No. EA4208—7 cup cap ; wt. each 4 lbs. . . . . $

One in a carton.

ELECTRIC FOOD BLENDERS

WARING

An all-purpose blender, improved in appearance, performance and convenience.

New automatic speed regulation makes changes of speed by hand unnecessary for the motor automatically adapts its speed for the perfect blending of the ingredients of each recipe.

Specially designed universal motor is of widely increased efficiency and provided with fan-governed, induced ventilation.

Pressed steel motor housing with new lifetime lubrication. All lubrication is sealed and permanent no oiling or greasing is ever necessary

The powerful motor is cushioned in rubber. This minimizes vibration and noise and actually adds to the life of the power unit.

New, beautifully designed, one-piece zinc, die-cast base Clover-leaf designed, tempered, ribbed glass container accents modern streamlined appearance. Molded bakelite container cover.

Creams, mixes, frappets, liquifies and blends any fruits, vegetables or foods adaptable to this type of preparation. Ideal for mixing drinks; blending soups, omelets, salad dressings, etc.; and mixing cakes, muffins or pies. Also suitable for preparing special food diets for babies, invalids and convalescents.

Complete with Underwriters' Approved rubber covered cord and molded rubber plug.

110 volts, A.C. or D.C 25/60 cycles, 11000 R.P.M.'s at 1 pt. water load.

Each

Waring—37½ oz. cap. container, 16 in. high with container, 8½ in high without container, 5¼ in diam base; wt. each 14¾ lbs $. . .

One in a carton

Quality Merchandise Prominently Displayed Results In Increased Sales

ELECTRIC VACUUM CLEANERS

HAMILTON BEACH

Cylinder Type, with Complete Set of Cleaning Tools

A cylinder type vacuum cleaner with a complete set of cleaning tools designed for every "on-the-floor" and "above-the-floor" cleaning job

Oversize, precision built motor, rubber mounted for quiet, smooth operation. Precision ball bearings, grease packed at the factory, need no additional lubrication. Forced draft insures cool running. Two stage, six blade fan, an eight blade baffle and the Vacuumotor, motor driven, create high velocity cleaning suction.

Dust bag has ample filtering surface and is made of durable material, selected to allow the escape of air yet retain the dust Held in place by an airtight rubber gasket built into the flange of the bag. Special rubber sealed dust deflector on cleaner end cap directs all the dust to the inside of the bag and prevents the spilling of dust and dirt when end cap is removed. Easily removable and washable filter.

Rolled sheet steel housing with durable platinum gray baked enamel finish. Other metal parts finished in gray enamel or heavily plated. Moulded rubber handle; sturdily constructed toe-operated plunger type switch. 20 foot approved cord with unbreakable rubber plug and rubber strain relief

110 volts A.C. or D.C.; up to 75 cycles

Furnished with the Following Cleaning Tool Attachments

7 ft. highest grade hose, two 23½ in. extension tubes, double acting floor nozzle, floor and wall brush, upholstery nozzle, utility brush, radiator tool; moth proofing tool, moth repellent crystals and sprayer

Each

No. 26—Wt. each 15 lbs. . . . . $. .

One in a carton.

Hand Type

A wonderful convenience for removing dirt and lint. Cast aluminum nozzle and motor casing; powerful Hamilton Beach motor; black composition handle; finger-tip control switch; stationary nozzle brush; dust-proof bag. Equipped with 20 ft rubber covered cord and moulded rubber plug.

110 volts, A.C. or D.C.; up to 75 cycles.

Each

Hand—Weight each 4¼ lbs . . . . . $ . .

One in a carton.

Attachments for Hand Vacuum Cleaner

Enlarges the range of usefulness of the Hand vacuum cleaners

Set Consists of the Following Tools

Extension hose, nozzle adapter, flat suction or blower tool, moth-proofing unit and can of moth-repellent crystals.

Per set

Hand Attachments—For use with the Hamilton Beach Hand vacuum cleaner . . . . . $.

One set in a carton

Upright Type

A conventional type cleaner, light in weight yet with a full size nozzle

Powerful, oversized, horizontal type motor; precision made ball-bearings are factory packed in grease and need no additional lubrication. High carbon steel motor shaft; cast aluminum fan.

Full width, motor driven brush, adjustable for bristle wear. Toe pedal adjusts nozzle to any one of 5 positions for cleaning short or long nap rugs

New accordion type bag; allows the escape of air yet retains the dust. Wide, balloon type wheels with soft-tread for noiseless operation. Chrome plated insulated handle with finger-tip switch control.

Has built-in headlight for cleaning under furniture and in dark corners. Uses special 25 watt lamp made especially for vacuum cleaners

Complete with 20 ft. approved cord with moulded rubber plug.

110 volts, A.C. or D.C.; up to 75 cycles

Each

No. 14—Wt. each 14 lbs . . . . . $. . . . .

One in a carton.

Attachments for No. 14 Vacuum Cleaner

An assortment of attachments which convert the vacuum cleaner into a complete home cleaning unit.

Set Consists of Following Tools

Extension hose, extension tube, nozzle, brush, radiator tool, moth-proofing unit and moth-repellent crystals.

Per set

No. 14A—For use with No. 14 vacuum cleaner . . . $ . . . .

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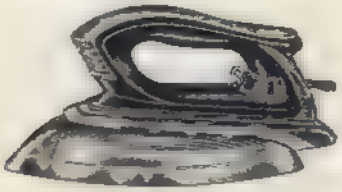
ELECTRIC IRONS

UNIVERSAL, BEAM-O-LITE



Automatic

A new type electric sad iron with a head-light built into the handle. Light is protected by a metal grill-work.

"Hand-i-set" fabric dial is correctly placed at the rear of handle, out of the way of fingers and knuckles. Easily set to any fabric heat desired.

Extra large sole plate of hard aluminum alloy with cast-in heating elements. Sole plate is beveled for easier ironing around and under buttons, pleats, and ruffles. Wrinkle-proof heel is especially designed to keep fabric from bunching and wrinkling on the back stroke. Heel rest provides convenient stand-up support for iron when not in use.

Ventilating air ports placed between handle and iron base protects the hand from rising heat. Air-cooled plastic handle.

Complete with permanently attached cord.

110 volts, A.C. only; 1000 watts.

Each

No. EA1203—Wt. each 3 lbs.; shipping wt. each 3½ lbs. . . . . $. .

One in a carton, six in a case.

UNIVERSAL, COOL-GRIP

Automatic

Streamlined, air-cooled iron. Exclusive air ports between handle and iron base protects the hand from rising heat.

Finger-tip control dial gives accurate heat for any fabric setting. Beveled sole plate allows ironing around buttons and ruffles. Solid heel rest forms convenient stand-up foundation.

Highly polished chrome plate; cool, smooth bakelite handle fits the hand naturally.

110 volts, A.C. only; 1000 watts.

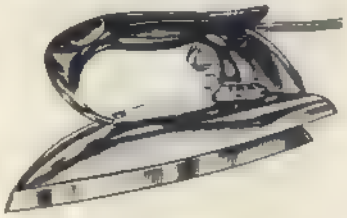
Each

No. EA1284—Wt. each 4 lbs.; shipping wt. each 5½ lbs. . . . $. .

One in a carton.

ELECTRIC IRONS

UNIVERSAL, LIGHTWEIGHT



Automatic

Fully automatic with "Hand-i-set" fabric dial. Large, cast alloy sole plate, beveled for easier ironing. Wrinkle-proof heel; gives convenient stand-up foundation.

Chrome plated iron with cool plastic handle that does not get hot. Designed for effortless grip. Complete with attached cord set in side of handle out of the way.

110 volts, A.C. only; 1000 watts.

Each

No. EA1220—Wt. each 4 lbs. shipping wt. each 4⅝ lbs. . . $. .

One in a carton, six in a case.

UNIVERSAL, TRAVELIRON

Non-Automatic

An economical, compact, light iron ideal for traveling, vacation or college use. Takes only 3 minutes to heat for rayon or silk fabrics.

Full size sole plate with easily detachable handle. Exclusive non-skid heel rest prevents sliding off table or dresser.

Beautifully finished in non-tarnishing chromium plate. Complete with green suede carrying bag and six foot cord.

110 volts, A.C. or D.C.; 400 watts.

Each

No. EA1620—Wt. each 2 lbs. shipping wt. each 2¼ lbs. . . . $. . . .

One in a carton.

IRON REPAIR KITS

RODALE

A handy kit of assorted terminals and insulators for making repairs to many popular flat irons and other appliances.

Per kit

No. 100—Wt. per kit 1½ lbs. . . . . $. . . . .

One kit in a box, twelve in a carton.

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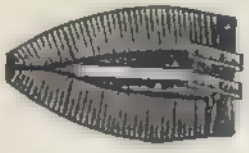
RODALE, FITSALL



For Electric Sad Irons

Genuine India mica, wired with nichrome ribbon wire.

Fits over 90 per cent of irons including Hot Point, G. E., Sunbeam, etc.

110 volts, A.C. or D.C.; 600 watts.

Each

No. E-76—Wt. std. pkg. 6 lbs. . . . . $ . . .

10 in a carton, 100 in a standard package.

RODALE

For Electric Heaters, Nichrome Cone Type

Standard cone type element; fits Edison base heaters.

100 volts, 1000 watts.

Each

No. E-77S—Wt. per 100, 24 lbs. . . . . $. . . .

10 in a carton, 100 in a standard package.

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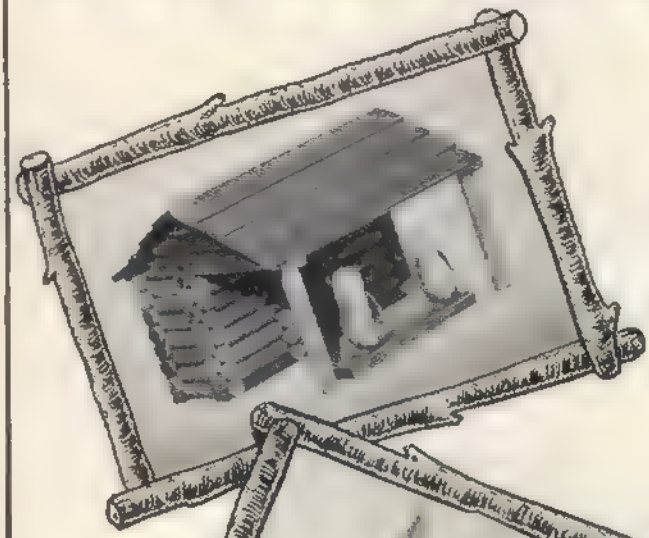

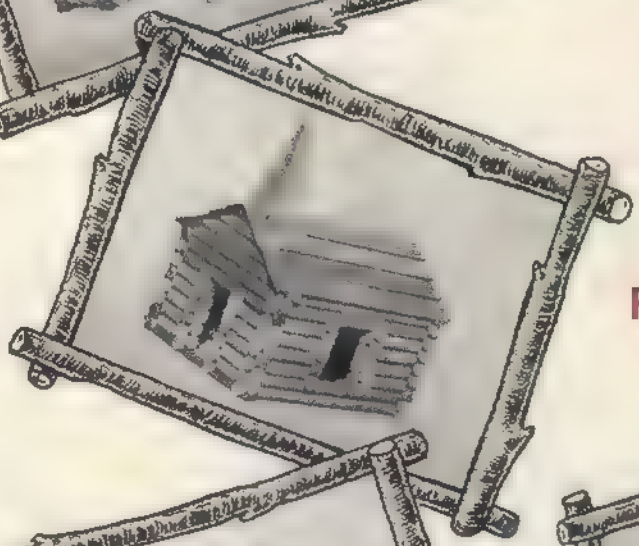

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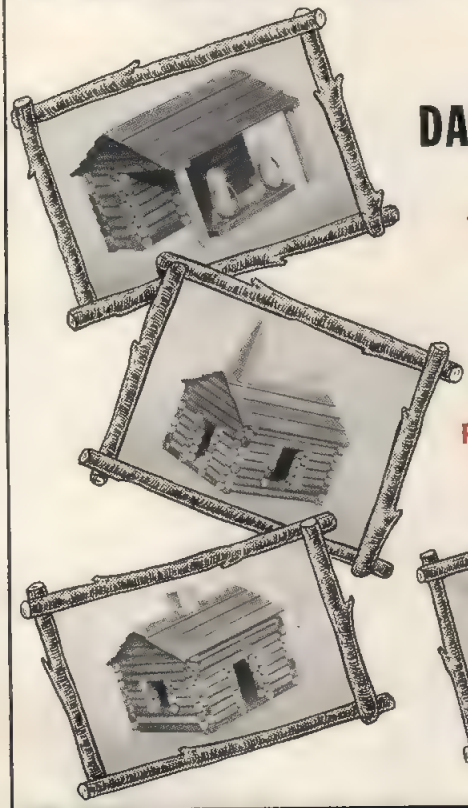

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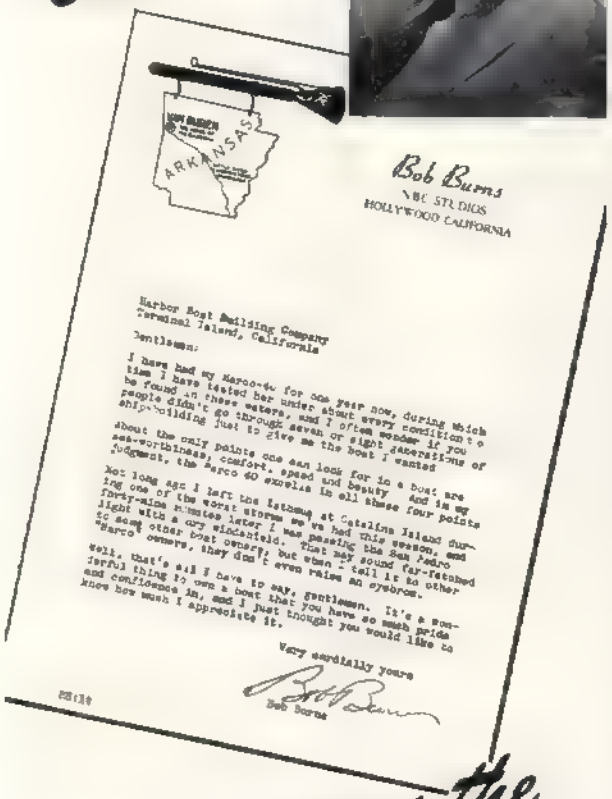
HANDY MANUFACTURING CO., INC.
WORCESTER, MASSACHUSETTS

"Harco excels..."



Bob Burns
NBC STUDIOS
HOLLYWOOD CALIFORNIA

Harbor Boat Building Company
Terminal Island, California

Gentlemen:

I have had my Harco-40 for one year now, during which time I have tested her under almost every condition I can be found in these waters, and I often wonder if you people didn't go through seven or eight generations of shipbuilding just to give us the boat I wanted.

About the only points one can look for in a boat are seaworthiness, comfort, speed and beauty, and in my judgment, the Harco 40 excels in all these four points.

Not long ago I left the Isthmus at Catalina Island during one of the worst storms we've had this season, and forty-nine minutes later I was passing the San Pedro light with a dry windshield. That may sound far-fetched to some other boat owners; but when I tell it to other Harco owners, they don't even raise an eyebrow.

Well, that's all I have to say, gentlemen. It's a wonderful thing to own a boat that you have so much pride and confidence in, and I just thought you would like to know how much I appreciate it.

Very cordially yours

Bob Burns

Have you seen the Harco "40" for '48?

EVEN MORE BEAUTIFUL . . . more comfortable . . . more luxurious. Seaworthy as only generations of boat building can achieve . . . the finest stock cruiser built today . . . for those who want the best at no greater cost.

HARBOR BOAT BUILDING CO.

Builders of Fine Craft

LOS ANGELES HARBOR • TERMINAL ISLAND, CALIFORNIA

The GAM

▶ We've been reading a lot lately about how you can go down to Nova Scotia and get a boat for about half what it would cost to build here. Let's not kid ourselves. A boatbuilder friend of ours recently asked one of the more publicized Novy yards for a bid on a cruising sloop of which he has built several duplicates not a gold-plater, just a run-of-the-yard, solidly but economically built boat, which the New England builder could sell for around $8,200 and make a small profit. The answer was that *to the same specifications*, except that she'd have a 3000-lb. iron instead of a 5000 lb. lead keel, and provided the Novy yard could get the engine at the same price the New England builder would pay for it, the Novy boat would cost $7,820, including the 15 per cent duty. The difference in the cost of metal for the keel would run to over $600. So we're regretfully forced to the conclusion that there's no pie in the sky, even across the border. You get what you pay for, and vice versa.

▶ A motor boat skipper who ran down a rowboat and drowned two men near City Island last summer got off in the courts with a $1,000 fine and a suspended one-year jail sentence, plus $35,000 in civil damage judgments, most of which his insurance company got stuck for. If we'd been the judge, he'd have been lucky to get off with a straight five years in prison for manslaughter.

▶ It's time somebody pointed out to designers, builders and class officials that the word "international" has a definite meaning; "common to or affecting two or more nations," as Mr. Webster so succinctly puts it. There are the International Star Class, the International Six-Metre Class and sundry others which legitimately and proudly use the adjective, but unfortunately for them it's rapidly becoming about as overworked as the words "fine old" in whisky advertising. Nowadays when you hear about the "International This or That Class" you don't know whether it's really an international class or just one that its promoters hope may some day be international. The all-time low has been struck by a few designers who have clapped the resounding handle onto proposed classes, the first boat of which has yet to be launched and the building of Number Two in the class is still in the realm of future uncertainties. How about laying off some of the bilgewater and reserving the use of the word for classes that actually do engage in international competition?

▶ A bunch of sailors were reminiscing recently about a hard-chance trip home from Bermuda, in which they had run for several hours under bare poles. At the first chance a sweet young thing inquired of the sailor's wife, "Don't they even wear pajamas at sea?"

▶ This department finds it necessary to take issue with our respected colleague, Mr. S. Yarn, who while skulking in the lee of his longboat last month made certain statements we regard as misleading. We do not question his statement that Mr. Yarn might be (indeed he is) a Dr. Jekyll and Mr. Hyde, but we note that he is confused as to which of his phases does what. It is obviously Mr. Hyde (the scurvy villain) who writes The Longboat and not, as Mr. Yarn intimates, that nice Dr. Jekyll. Come to think of it, we can't recall ever having met Mr. Yarn when he was in one of his Dr. Jekyll moments, if any.

THE BOATSTEERER

That Feeling of Confidence

Principal Dimensions: Length 39' 10", Beam 11' 3", Draft 3' 0". Single or twin engine installations

Probably one of the qualities of the HATTERAS "40" that best characterizes her is the feeling of confidence she instills the moment you step aboard. Come what may, you KNOW that you have a real boat under you that will stay under you and take you where you are going. Every detail of her design and construction is carried out with the purpose of safe, seagoing operation in mind.

Consider then what this blessed peace of mind in the integrity of your ship will mean in the way of added yachting enjoyment and more time afloat GOING PLACES. But better act promptly if you want to be sure of your HATTERAS "40" for '48. We don't build them in bunches like bananas!

Sincere Inquiries Invited

HATTERAS CRAFT

Produced by

THE SOUND MARINE CONSTRUCTION CO. ESSEX, CONNECTICUT

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THE BOATMAN'S MANUAL

By Carl D. Lane. A practical and complete manual of boat handling and operation. "Covers literally everything." — *Yachting Illustrated* $4.25

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another at the Pawtuxet A.C. Except for the few lucky guys who score with the first dip into the bag, the turkey generally costs plenty more than if the winner had bought it at a market, but there's a whale of a lot more fun getting it at the raffle and the club treasury can always use the loot to advantage.

▶ We had a bit of a blow November 9th, a sou'wester, but most of the damage was up at the head of the Providence River, most of the other anchorages being pretty well sheltered. The 350 walk from the shore to the Rhode Island Y.C. lost some of its planking and one boat parted her mooring and went up the river, picked the only sandy spot on the opposite shore and beached herself with no damage except to a little paint. Another sank at her mooring but was raised without difficulty. At the Edgewood Y.C., four of the club floats went adrift but were recovered and only one of them was damaged to any extent. At the Edgewood Marina, several boats went adrift and piled up on the shore. One was badly stove and several small craft were sunk.

▶ Vice Commodore Alden R. Walls was elected commodore of the Rhode Island Y.C., succeeding Prof. Leighton T. Bohl who had held the office four consecutive terms, and was elected chairman of the ways and means committee. Robert F. Abell, secretary for four terms, declined to run again and Harold A. Brown was elected his successor. Abell remains on the executive board, however, as chairman of the junior activities committee. Other results of the election were: Vice Commodore, Blair F. LeFevre; rear commodore, Frank W. Hodges; treasurer, Howard S. Hopkins.

▶ *Short ends* — The Tiverton Y.C. has increased the board of directors from nine to 15 members, and given them the power to appoint the club officers and committee chairmen. . . . Verner Z. Reed's unnamed International 210 has been sold to Grace Emmons, of New York. Howard H. Sweet, owner of the "S" boat *Spray*, has bought the 42' auxiliary cutter *Aloha* from Parker W. Richardson, of Boston. . . . Milton Johnson, owner of the Indian *Warrior*, has bought the 1947 champion *Shawnee* from Read Shaw and Shaw has bought the *Flying Amazon* from Tom Boyd, of Swansea. *Flying Amazon* is the old *Peggy*, the first Indian brought into the Bay nearly 10 years ago. . . . Going to have another swarm of Beetles, seven of them at Cedar Tree Point next season. . . . Yards in all parts of the Bay are about full, so much so that the owner who put off engaging space, is having a hard time finding it and there are more boats in wet storage than usual. . . . Meanwhile, Frostbiters are gathering every Sunday for a few drifting matches and praying for some weather that will justify the name of the sport.

WEST COAST BUBBLES

By Al A. Adams

▶ Intercollegiate sailing is rapidly gaining popularity. Dick Besse, vice president of the International 14 Association and former national president of the ICYRA, is developing plans for national standardization of intercollegiate racing programs and the promotion of inter-sectional events.

The Pacific Coast Intercollegiate Y.R.A. Championships were held at Newport Harbor, December 20th–22nd, sailed in International 14's and Dyer Dinghies.

▶ In wind registering up to 20 knots the U. of California's sailing team defeated the "Tars" of UCLA 24¼ to 16 on November 2nd, at Balboa, Calif., sailing International 14s. The boats were loaned by the Newport Harbor fleet of the International 14 Association. This was one of a series of dual meets which will consummate in the third annual PCIYRA Championships. Two races were sailed and team captain Peter Komor sparked the California victory with two firsts. Second in individual scoring went to Ray Harner, captain of the UCLA team, Peter Schoonmaker of the U. of California took third.

INLAND MARINE BOAT CO., Williams Bay, Wis., Now Building GLOBE OUTBOARD BOATS

***WRITE TODAY** for illustrated folder which describes in detail these beautiful outboard boats. There's one to fit your taste and pocketbook. Certain protected dealer franchises are still open. Inquiries are invited.*

Brand New Factory — Modern Production Methods Mean A Better Boat — A Better Buy!

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Please send me folder describing your 1948 line of GLOBE Outboard Boats

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Illustrated above is the award-winning GLOBE *Aristocraft*, called "America's Most Beautiful Outboard Boat," which heads the popular GLOBE flotilla now being manufactured by the Inland Marine Boat Co at Williams Bay on **beautiful Lake Geneva, Wis.**

This new, modern, streamlined factory, staffed by skilled craftsmen, **equipped with the latest in precision** tools and machinery, is expressly designed for the efficient manufacture of the popular line of GLOBE Outboard Boats.

In addition to the 14-foot custom-designed GLOBE *Aristocraft*, Inland Marine will continue production of the popular 13½-foot GLOBE *Mariner* and GLOBE *Mate*, two outstanding **outboard boats in their price class.** New to the line will be a sturdy, economical 13½ foot general purpose rowboat

INLAND MARINE BOAT CO.
WILLIAMS BAY • WISCONSIN

Hearn's Kiddieland In New York

Above: A view of a section of Hearn's Toy Land in New York, that was given over to kiddie amusements.

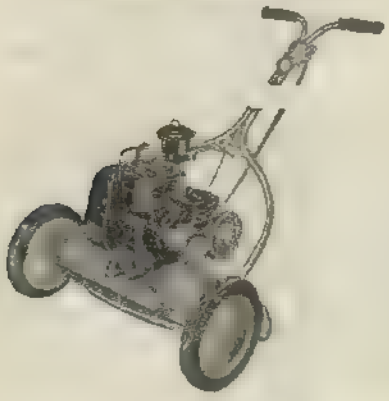
Right: Sailboats that revolved were popular with juvenile visitors, who wanted to participate in all the festivities.

Santa's throne is a must, with a never ending line of little visitors. The maze erected in front of the stage, kept traffic orderly so that Kris Kringle could see each and every caller.

DEPT. 2

POWER LAWN MOWERS

HEINKE "EXCELLO"



RUBBER TIRED

Positive lever controls. Sturdy steel construction, equipped with Briggs and Stratton ¾ horse power air cooled 4 cycle engines. Light weight easy to operate.

Specifications:

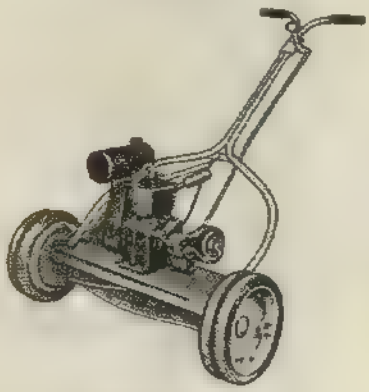
- Idler pulley clutch
- Five self-sharpening reel blades
- Floating tubular steel handle
- Bronze bearing equipped jack shaft
- Strong gray iron wheels and pinions
- Self propelled variable speed
- Three-quarter inch chrome steel reel shaft
- Diamond roller driving chain
- Rubber hand grips
- Guarded chain and sprocket
- Sectional roller for easy turning
- Crucible tool steel bed knife
- Timken bearing reel shaft
- Bronze wheel bearings

No.	Width cut	Diam. wheels	Wt. each	Each
Excello	18 in.	10 in.	99 lbs.	**$165.00**

Same as above but with Briggs and Stratton 1½ horse power engine.

No.	Width cut	Diam. wheels	Wt. each	Each
Excello	20 in.	10 in.	125 lbs.	**$234.00**

All above packed in two cartons



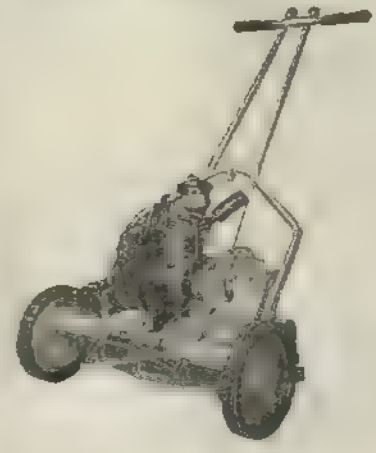
RUBBER TIRED

Same as above but with Briggs and Stratton 1½ horse power engine.

No.	Width cut	Diam. wheels	Wt. each	Each
Excello	24 in.	10 in.	140 lbs.	**$270.00**

Packed in one crate and one carton

PENNSYLVANIA MODEL "R"



RUBBER TIRED

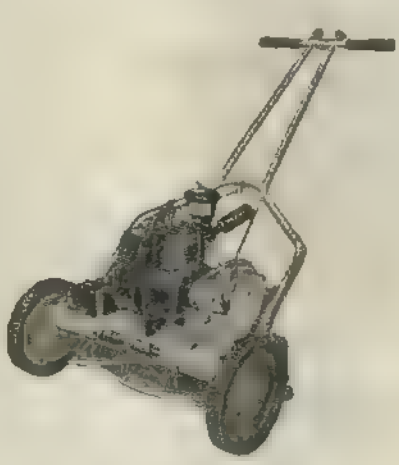
A Pennsylvania quality special mowing unit. Scientifically designed and with sufficient weight to give maximum traction and stability. Powered by a Briggs and Stratton ¾ horse power engine.

Specifications:

- Stub tooth gearing
- Hardened steel sprockets
- Hardened crucible steel blades
- Special lifetime ball bearing clutch
- Ball and oil retaining bronze bearings
- Simplified chain and cut adjustment
- Wide cutting speed range
- Push pull controls for carburetor and clutch

No.	Width cut	Diam. wheels	Wt. each	Each
R-18	18 in.	10 in.	111 lbs.	**$220.00**

One in a crate



RUBBER TIRED

Same general description as No. R-18.

No.	Width cut	Diam. wheels	Wt. each	Each
R-21	21 in.	10 in.	116 lbs.	**$245.00**

One in a crate

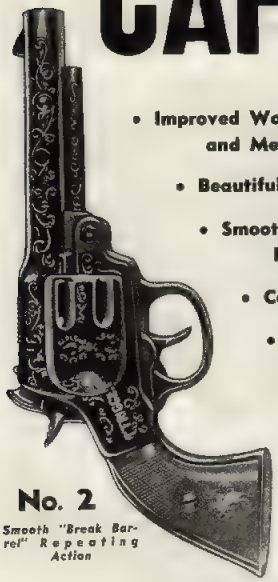
No. 40
Smooth "Break Barrel" Repeating Action

M. A. HENRY CO., INC.

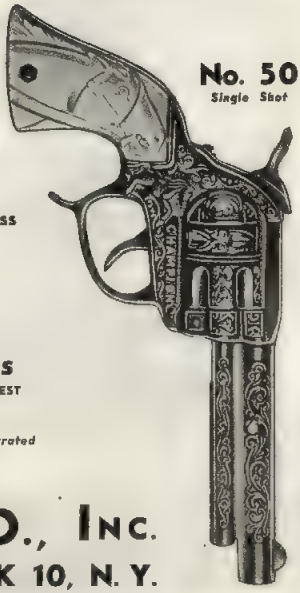
Ready for 1948 . . . With a

NEW and ENLARGED LINE of

CAP PISTOLS



- **Improved Workmanship and Mechanism**
- **Beautiful Scroll Designs**
- **Smooth "Break Barrel" Repeating Action**
- **Colorful Display Boxes**
- **Values You Shouldn't Miss**
- **Nickel Plated Finish**



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Single Shot

No. 2
Smooth "Break Barrel" Repeating Action

Samples
SENT ON REQUEST

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No. 2
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No. 40
LARGE WESTERN STYLE AUTOMATIC BREAK-BARREL 50 SHOT REPEATING ACTION ROLL CAP GUN

- Improved Workmanship and Mechanism
- Beautiful Scroll Designs
- Smooth "Break Barrel" Repeating Action
- Bright Nickel Finish
- Colorful Display Boxes

Dummy Hammers Furnished On Request

VALUES YOU SHOULDN'T MISS

ORDER NOW

Samples furnished on request

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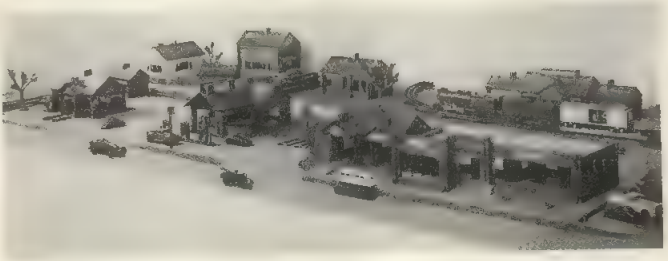

Miniature Timbers

SENSATIONAL CONSTRUCTION TOY OF 1948!

Wide age range—from simplest structures for the 4-year old to the more complicated projects up to and beyond the toy graduate. . . . Made to same scale as that used by most architects—¼" to the foot. Can be used realistically with electric trains for small villages. Easy to build, and when assembled will "stay put." Sets provide hours of interesting entertainment. A "must" for your toy department!

Beautiful Individual Carton

Carton measures 12⅛" wide by 9⅛" deep by 1¼" high—handsomely illustrated in four bright colors. Includes instruction folder with suggested designs.

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WITH THE EXTRA EYE APPEAL THAT INSURES EXTRA BUY APPEAL!

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HERCO TELESCOPE

COMPACTLY DESIGNED TO FIT INTO A POCKET

Here's maximum performance at a minimum price! Here's a powerful telescope the *whole* family will use! Optically ground and pitch polished lenses afford added brilliancy and magnification—durable construction insures long serviceability. Scientifically designed and specially adapted to deflect light, with an unusually wide field of vision, this telescope is an amazing value you'll be proud to sell!

IDEAL FOR BOYS AND GIRLS!

APPEALING TO ADULTS!

Great for Nature Study—for Sports Events for All Entertainment Both Indoors and Out!

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STANDARD DISCOUNTS

- JET BLACK ANODIZED ALUMINUM WITH POLISHED ALUMINUM INNER TUBE
- FIVE POWER OPTICALLY GROUND AND PITCH POLISHED LENSES
- EXTRA WIDE FIELD OF VISION
- DESIGNED TO DEFLECT LIGHT
- 7⅝ IN. CLOSED — 10½ IN. EXTENDED

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WITH DESIGNS THAT F-L-O-A-T IN OIL*

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RETAIL 50c
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*Patent Applied For

A Smash Hit with the YOUNGSTERS!

Educational! Appealing to GROWN-UPS!

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Here's a new leader in the kaleidoscope field—designed with the revolutionary "Float-in-Oil" principle that acts like magic to effect NEW BRILLIANCY—NEW BEAUTY—NEW ILLUMINATION—NEW MULTIPLICITY OF GORGEOUS DESIGNS. Something absolutely new in the eye appeal that insures sure-fire sales!

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Precision Manufacturers of Toys and Optical Specialties

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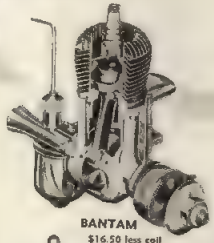
COMPLETE LINE DISPLAYED DURING THE TOY SHOW IN ROOM 1122, McALPIN HOTEL

"O.K." · OVER 10 YEARS OF LEADERSHIP ·

AMERICA'S LEADING MINIATURE ENGINES

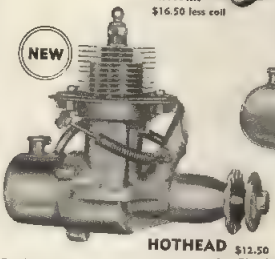
CO_2 IGNITIONLESS
$4.95 with holder



BANTAM
$16.50 less coil

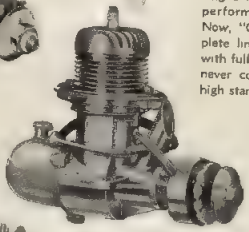
"O. K." has taken on a new meaning for hobbyists since Herkimer Tool and Model Works introduced their first miniature engine During the last decade "O.K " has indeed set a mark for other builders to shoot at Undisputed leadership was only won by setting a new high in quality, performance and service. Now, "O. K." offers a complete line that you can buy with full confidence they will never compromise with the high standards they have set.

See us at the TOY FAIR Room 539 Hotel McAlpin



NEW

HOTHEAD $12.50
less Glow Plug



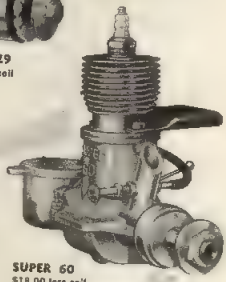
SUPER 29
$16.50 less coil

Don't risk ruining your present engine by conversion for Hot-Head is specially built to take the stresses peculiar to Glow Plug operation. Extra heavy crankshaft, drop forged connecting rod and oversized main bearing. Simple to operate. No timer, coil or condenser. Uses special fuel. Buy Glow Plugs at any hobby shop for 85c.

SPECIFICATIONS

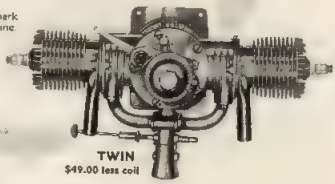
Model	Displ.	Bore	Stroke
Bantam	.199	.656	.590
Super 29	.299	.760	.660
Super 60*	.604	.900	.950
Twin	1.208	.900	.950
CO_2	0.78	.275	.300
Hot Head	.299	.760	.660

*Super 60 also available in Raceway-Marine model equipped with flywheel Price $23.00 less coil.



SUPER 60
$18 00 less coil

"O.K." COILS make every engine a better performer Hot, intense spark —low battery drain. There s an "O.K." Coil for every miniature engine



TWIN
$49.00 less coil

HERKIMER
TOOL AND MODEL WORKS, INC.
HERKIMER, NEW YORK

CANADA Herkimer "OK" Engine Co., 511 Hermant Bldg., Toronto. EXPORT: 120 Wall St., New York 5 (All Cables) Concordia, N. Y.

LETTERS LETTERS LETTERS LETTERS

A few quotes from our fan mail, and other facts about the StromBecKer Kits you sell, sell, sell!

Shhh! Confidential!

Keep it dark, and don't tell anybody! If the news gets around, there's apt to be a *mob* at Booth 60-61 at the M. I. A. Show. In Chicago, that is, in January.

* * *

But if you will just keep it under your hat, you can tip-toe over to the StromBecKer booth (before the crowd gets there) and see what's cooking in solid models for '48! Such as:

NEW COMMERCIAL TRANSPORT
American Airlines Convair Flagship; also the DC-3 and DC-6.

HO-GAUGE RAILROAD CARS
New solid model assembly kits of famous railroads, geared to fit into standard HO-gauge model layouts; also modern streamliners

LOW-WING PRIVATE PLANE
Popular private plane, the Swift; also famous Cubs, prominently in the headlines.

HISTORIC TRAINS
Authentic solid models of DeWitt Clinton and Wm. Galloway trains

FAMOUS SHIPS
Fun to build, educational to own
Even a submarine in the series!

See You at the Show!

StromBecKer
FIRST IN SOLID MODELS

STROMBECK-BECKER MFG. CO., MOLINE, ILL.
200 Fifth Avenue, New York City

NEW CLEVELAND STORE'S BUSINESS OF MANY MODELS FOR CRAFTERS

HOBBY HOUSE, Incorporated, 610 Huron, in downtown Cleveland, Ohio opened just before Christmas, late 1946 and now offers more than 5000 items. It has a following which includes newspaper folk who give it columns of free and helpful publicity, clubs of youngsters, psychiatrists who endorse the therapeutic value of play to patients, veterans, and their friends, numerous personal friends of Mr. Leonard Blum, owner, a Cleveland attorney for 20 years, and an ardent and widely known model train builder, whose basement has been a sort of open house for hobbyists for years just as the store has now become.

There is always something new. A boatbuilding friend lets all his loving cups be displayed in the show window, while the public goes for model boat sets which tie in. Or Mr. Blum with chicken wire, wet and wadded paper, and paint and poster scenery rigs up mountains and panoramas which train building youngsters and friends study to copy. Trains, boats, and planes that are really models are provided without number for building which is becoming so in portant in many places, but which in Cleveland has a builder hobbyist to procure the stuff, and fast, for little and big clients. There is a magazine rack of books and magazines and dealer helps for the hobby trade. Available wall space shows enlarged photographs of trains to be built. A blackboard, similar to airplane or train schedules, shows under arrivals the names of models expected and a check for on time or date expected if late.

A picturesque house with outslanting walls and rough shingled roof was the sign painter's happy choice for overhanging street sign.

HOLLYWOOD HOBBY SHOP

(*Continued from page* 184)

roading problems," Mr. Taggert said "for I have found that nothing builds business so markedly as demonstrating to customers how much more enjoyment they can get from miniature railroad systems built to resemble actual yard operations."

The Hollywood Hobby and Electric Shop is a franchised Lionel repair station, and features a complete electrical shop completely equipped for these complex miniature electrical engineering problems. Last year, Mr. Taggert did a volume upwards of $40,000 in model railroading sales, much of which was traceable to the ability to provide specialty electrical engineering as the customer wished.

For the BEST in MODELS

14 Years of Continually Serving Western Dealers with QUALITY MERCHANDISE and DEPENDABLE SERVICE

TWO CONVENIENT LOCATIONS TO SERVE THE WEST

WESTERN MODEL Distributors
1576 W. Adams Blvd., Los Angeles 7, Calif. — 1106 Fifth Avenue, Oakland 6, Calif.

NEW, all new Sells-Itself 'B'
● Stream lined high compression cylinder head ● Deep Cooling Fins ● FLEXIBLE NEEDLE VALVE ● ALUMINUM TANK (Impervious to bad fuels) ● 1 Pc. CRANKSHAFT ● 2 SPEED TIMER. 'Easy-to-start' assistant running built-in!

16.50
Less coil-condenser

A. C. A.* Says:
'CO-2' Official for Rubber Contests
A new selling feature for this new, IGNITIONLESS engine!

CONSULT YOUR JOBBER FOR NEW DEALER DISCOUNTS ON 'OK' PRODUCTS.
'OK' Engines never sold at retail

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Export Office 120 Wall St., N. Y. C. 5
All Cables Comerdia, New York

smart
toy buyers are
playing
the ponies

. . . at Hol-le Toys for sure winners in the year round volume sweepstakes. . . . handsome "whip stitching" gives all Hol-le animals a "rich uncle" look, whether they're made to retail for one dollar or three . . . sturdily constructed of WATASEAL plastic to resist strenuous handling . . . Hol-le stuffed animals and soft dolls make perfect crib and play pen companions because they are color fast and laboratory tested.

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PAT. PENDING

Hol-le Toys

ANIMALS
SOFT DOLLS

HERE IS THE MARK THAT MEANS

Good Dart Games!

DECO DARTS & DART BOARDS

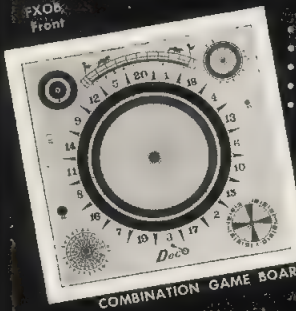
SYMBOL OF QUALITY IN DARTS AND DART GAMES

Under the famous Dart Board Equipment Company trade mark are manufactured the best known Darts and Dart Games in America, backed by years of experience in material construction and development of Dart Games.

AS USUAL DECO LEADS AGAIN WITH A BEST SELLER!

GENUINE KILN DRIED BASSWOOD DART BOARD

EXOR Front



COMBINATION GAME BOARD

- Baseball Game on 2 sides
- Game Board in Center
- Size 24" x 24" x 1/2" thick
- Three regulation size darts
- Individually packed in display box

SUGGESTED RETAIL PRICE

$5.00

EXOR Back

BASEBALL GAME

BUYERS! . . JOBBERS! . . DISTRIBUTORS!

Get ready for the big fall selling season. Place your orders now for the complete DECO line retailing from 79c to $17.00

NEW YORK TOY FAIR DISPLAY ROOM 1145 HOTEL McALPIN

PERMANENT SHOWROOM
ROOM 321
200 FIFTH AVE.
NEW YORK

DART BOARD EQUIPMENT CO.

FACTORY AND MAIN OFFICE: 2000 NORTH TENTH STREET, PHILADELPHIA 22, PENNA.

THESE *Hubley* CAP PISTOLS

ARE DESIGNED TO

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They're realistic . . . that's what makes these Hubley cap pistols so easy to sell. Each model is an exact duplication of the real thing . . . just what every he-man boy wants. Yes, they're mighty popular with the kiddies. And these pistols have parents' approval—they're safe and easy to load. Packed in colorful individual cartons, ready to sell . . . *and fast!*

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ARE **BIG MONTHS FOR GAMES**

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for MORE UNIT SALES...
YOU CAN BANK ON
BURROWES

BURROWES POOL TABLES HAVE THESE POPULAR FEATURES

MODEL No. 458, illustrated, is 44½" x 24½" x 28" high. Ivory finish, with green cloth-covered playing surface. Equipment includes one set of fifteen 1¼" colored numbered balls, one white cue ball, triangle, counters, rule book, and two 36" maple cues.

- levelers for legs and playing surfaces
- roll-a-way for returning balls to end tray
- special cushions for speed and accuracy
- rail markers for gauging shots
- non-warping playing surface
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8 POPULAR SIZES

from $5.95 to $100.00 retail

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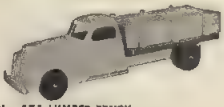
New

HUBLEY TOYS

you saw and liked at the Show . . .



No. 471 LUMBER TRUCK
Red, Black and Aluminum combination 9½ inches long. Comes complete with 12 pieces of lumber

No. 462 TOW TRUCK
Red, Blue, Green or Orange. Nickel sides. 7 inches long Moveable boom.

No. 459 TAXI CAB
Orange and Black. 7 inches long.

No. 470 STAKE TRUCK
Orange, Black and Nickel. Length 9½ inches.

No. 472 HOOK AND LADDER
Combination Red and Nickel. Complete with 3 ladders, revolving turret and two detachable axes.

• FOR EARLY FALL DELIVERY

FROM THE

Hubley

MANUFACTURING COMPANY

Lancaster, Pennsylvania

HUBLEY GUNS

TEXAN AND TEXAN JR.

Revolving cylinder with automatic opening device. Die cast nickel finish with ivory handle and engraved stock and barrel Shoots standard roll caps.

No.	Length	Wt per doz.	Per doz.
285	10 ¾ in.	16 lbs.	$27.60

One in a box. Three dozen in a carton

TEXAN, JR.

Same as No. 285, except gunmetal finish.

No.	Length	Wt. per doz.	Per doz.
250	9 in.	10 lbs.	$18.00

One in a box. Three dozen in a carton

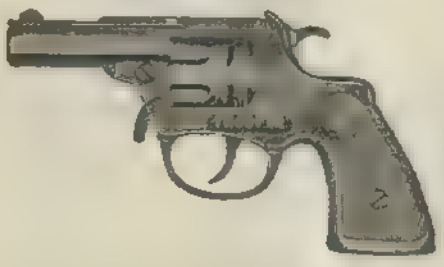
PIRATE

Single shot cap pistol. Double barreled with two hammers and double action trigger. Nickel finish with ivory handle and engraved stock and barrel. Shoots standard single shot caps.

No.	Length	Wt. per doz	Per doz
[illegible]	9 ¾ in.	11 lbs	$24.00

One in a box. Three dozen in a carton

TROOPER



Die cast nickel finish, with red star. Automatic opening device.

No.	Length	Wt. per doz	Per doz
[illegible]	6 ½ in.	8 lbs.	$12.00

One in a box. Three dozen in a carton

ARMY 45

Repeating cap pistol. Die cast deluxe nickel finish with ivory handle.

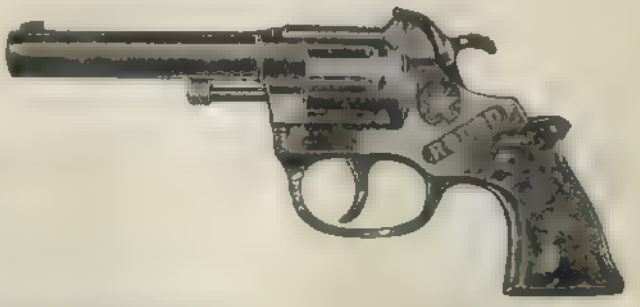
No.	Length	Wt. per doz.	Per doz.
[illegible]	7 ¼ in.	8 lbs	$21.60

Same as No. 296, but gunmetal finish with ivory handle.

No.	Length	Wt per doz.	Per doz
295	7 ¼ in.	8 lbs.	$18.00

One in a box. Three dozen in a carton

RODEO



Single shot cap pistol. Gunmetal finish with ivory handle.

No.	Length	Wt per doz.	Per doz.
218	7 ¾ in.	7 ¼ lbs.	$8.00

One in a box. Three dozen in a carton

HUB

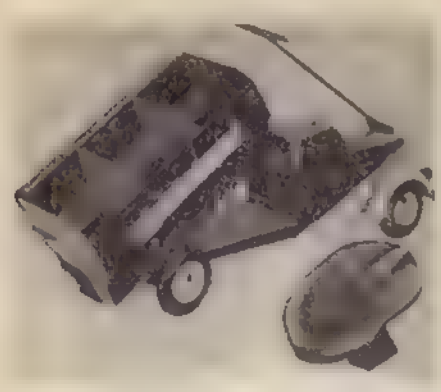
Single shot cap pistol, die cast, gunmetal finish.

No.	Length	Wt. per doz.	Per doz.
211	6 ½ in.	3 ½ lbs.	$6.00

One in a box. Six dozen in a carton

BUDDY "L" TOYS

SAND AND GRAVEL TRUCK



Pull-n-ride feature with removable rider seat. Made of heavy gauge automobile body steel, with 2 hinged partitions and drop-hatch door in rear. Body can be raised or lowered by means of crank. Finished in blue-black color with cream diagonal dutone front, and black enameled rider seat and contrasting decalcomanias. Length, 24 inches; width, 8½ inches; height, 11 inches.

No.	Wt per doz.	Per doz
809	108 lbs.	$106.00

One-twelfth dozen in a carton

MECHANICAL ELECTRO-MAGNETIC CRANE

Mechanical motor winds as hook is lowered. Switch in rear to energize detachable electro-magnet. Release motor brake to raise hook and magnet. Made of heavy gauge automobile body steel. Moves on 2 all-rubber treads. Finished in green and yellow baked-on enamel with contrasting decalcomanias. Length, 27 inches; width, 7 inches; height, 20½ inches

No.	Wt. per doz	Per doz
830	96 lbs.	$106.00

One-twelfth dozen in a carton

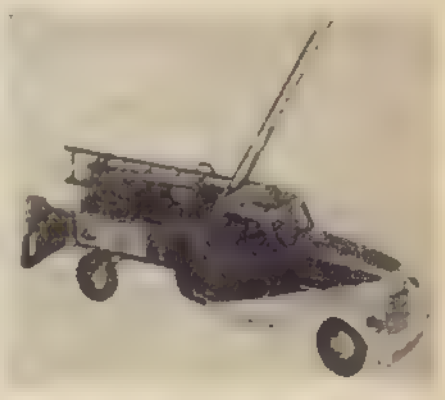
MECHANICAL GREYHOUND BUS

Heavy gauge automobile body steel, finished in Greyhound bus colors. When wound, it can be set to run a straight line or any size circle. When red stop light in rear flashes, bus automatically stops, warning bell rings and front door opens to receive and discharge passengers. After an interval, bus automatically starts on its way. Length, 16¾ inches; width, 4¼ inches; height, 4¾ inches

No.	Wt per doz.	Per doz
755	54 lbs.	$90.00

One-twelfth dozen in a carton

FIRE AND CHEMICAL TRUCK



Hand cranked siren. Fire extinguisher can be used as water squirter. Ladders adjustable to 26 inches in length. Heavy duty truck tires. Finished in fire engine red with diagonal dutone front, silver ladders and contrasting decalcomanias. Length, 25 inches; width, 7 inches; height, 6½ inches.

No.	Wt. per doz.	Per doz.
646	69 lbs.	$72.00

One-twelfth dozen in a carton

DELUXE SPECIAL DELIVERY TRUCK

Pull-n-ride feature. Vertical hinged doors in rear with drop bolt latch. Removable top. Made of heavy gauge automobile body steel, with 3-inch rubber truck tires. Finished in brown and cream, with colored decalcomanias of national products on the sides. Length, 24½ inches; width, 7½ inches; height, 10 inches.

No.	Wt. per doz.	Per doz
853	156 lbs	$106.00

One-twelfth dozen in a carton

CONCRETE MIXER

Revolving drum actually makes concrete. Raise skip to load mix into drum. Made of heavy gauge automobile body steel with 4 construction-type 2½-inch rubber wheels. Finished in gray and green baked-on enamel with contrasting decalcomanias. Length, 10¾ inches; width, 11¾ inches; height, 10½ inches.

No.	Wt. per doz.	Per doz.
832	72 lbs.	$106.00

One-twelfth dozen in a carton

JUNIOR EXCAVATOR

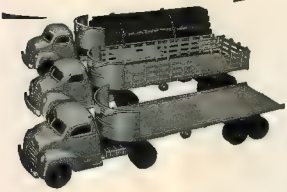
Steel, with baked enamel finish, and heavy duty rubber wheels. Saddle seat and 2 control levers. Seat and boom have swivel action. Length, 25½ inches; boom extended, 38½ inches; width, 10 inches; height, 18 inches.

No.	Wt. per doz.	Per doz.
601	60 lbs	$52.80

One-twelfth dozen in a carton

Now...

The Kiddies' Toy For TRIPLE Joy



- **It's a Lumber Truck**
- **It's a Stake Truck**
- **It's a Flat-Bed Truck**

THE "THREE-IN-ONE" is the latest member of the Hubley fleet of profit-making trucks. Its versatility catches the fancy of the small fry. With sides attached, it is a stake truck. Remove the sides and the toy becomes a flat-bottom truck. Put the logs, chains and springs into place and the vehicle is transformed into a lumber truck. The Three-in-one is red with aluminum trimming. 17½ inches long. Comes complete with removable aluminum painted sides, load of logs and chains, knee action rear wheels, 14 black rubber tires and retractable trailer support with two red rubber wheels. Order now for early fall delivery.

THE
Hubley
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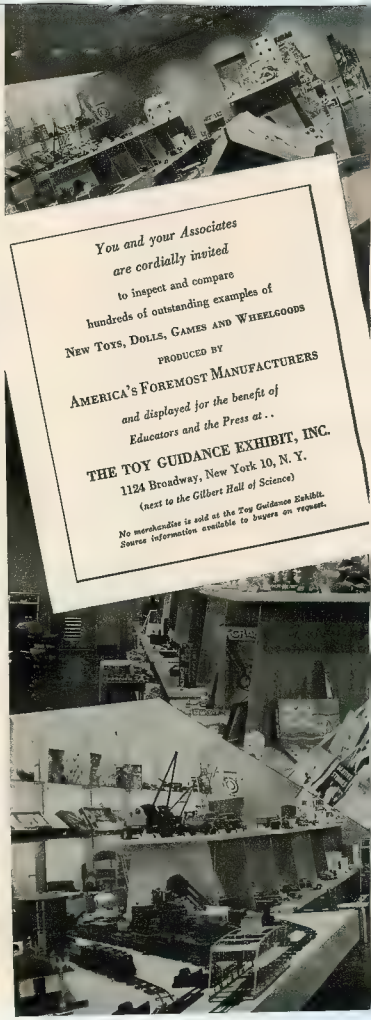
Lancaster, Pennsylvania



★ SURE-FIRE HITS IN NEW TOYS ★

No. 112N1246—Hippy Dilly. Famous for his antics all over the country is fascinating Hippy Dilly. Just place him next to a glass of water and he perpetually dips his long red bill into it. It's a really watching him! All metal shiny black body sports a fluffy blue feather tail and absorbent red head is fitted with bulging movable plastic eyes. The scientific marvel of the age that tops everything in sales

Each ... **70¢** Per dozen **$7.50**

No. 112N1232 — "Daffy-Dilly" Novelty. Comical figure of an inebriated man completely dressed in formal attire with detachable shoes and bow tie. Once "Daffy-Dilly's" bright red nose is dipped into cold water he sways back and forth on his perch with his fuzzy red hair waving in the air. Solidly mounted on heavy wire stand Daffy stands 7½" high

Each .. **80¢** Per dozen **$8.75**

No. 112N1238—Glub-Glub The Drink-Up Duck. Full sized 7½-inch drink up duck with amusing grotesque grin on Mounted on attractive stamped metal base, a supporting base. Will operate without a glass for at least one half-hour on a pint. Metal pivot clip on bright yellow body is adjustable to any desired action. Separately packed in display carton with complete instructions

Each **$1.30** Per dozen **$14.56**

No. 112N1217—Swing Dancers. The newest amusing toy of its kind on the market. A really remarkable little novelty that is sure to win many friends. Entirely made of quality wood, it consists of two dancers, a boy and a girl. Strung on pure nylon. They have movable joints for greater animation. They can be made to Rhumba, Conga, Jitterbug, etc. Just by manipulating the round block concealed underneath. Come in assorted bright colors. Girl has skirt and kerchief of felt material. Height, 8 inches, diameter, 2½ inches

Each **70¢** Per dozen **$7.80**

No. 112N1237 — 'Tic-Toc' Drinking Bird. One of America's fastest selling novelties —profitable — self — demonstrating — quick-selling! Made of brightly colored glass Tic-Toc actually appears to drink from a glass or cup. Comes complete with two supports—a bracket and small cup for hanging, and a set of clips for perching bird on rim of ordinary drinking glass, etc. Two-color 13" x 19" action display card with each order of two dozen or more. Individually boxed

Each ..... **70¢**

Per dozen **$7.20**

No. 2985—Roly Poly Clown. It bobs from side to side—back and forth but never upsets. The kiddies will squeal with delight when they see this roly poly jovial looking clown rocking. Molded of sturdy fire-proof composition in a screamingly funny rendition of a circus clown. Washable. It is hand painted with black, white and red. Has shiny enamel finish. Height, 7½ inches.

Each .... **70¢**

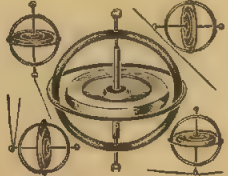
Per dozen **$8.00**

No. 112P1602—Mechanical Hy-Speed Top. A sensational new spinning top that will enchant any youngster. Spins anywhere and is easy to operate. Mechanical winder eliminates the use of a string. Made of heavy stamped metal with no sharp edges to cut hands and fingers. Brightly colored enamel finish with beautiful shooting star design. Will spin merrily away for a long period. So simple to operate even tiny tots can damage it. Diameter, 3½ inches; height 3 inches.

Per dozen **$1.90**

No. 112P1601—Hummer Top. Similar to above model. In assorted bright two-tone enamel colors. Size, diameter, 3 inches, height 4 inches

Per dozen **$1.90**



No. 3900—Gyro Top. The scientific wonder toy of the century. Exceptionally well made of first quality metal. It has an attractive frame finished in red with the spinner made of die-cast metal in a silver color. Can be made to perform a multitude of gravity defying stunts and amazing performances. Has one slotted end and one caped end for convenience in performing tricks. Diameter, 3½ inches, height, 4¼ inches.

Each ... **30¢** Per dozen .. **$3.35**

No. 112P1636—Humming Top. In any season, in any city a top is the most desired possession of young boys. Always in demand, always a big seller, this top really is "tops". Sturdily constructed of shiny durable metal with wood handle. When handle is pressed down, top spins n' sings. Beautifully lithographed in bright design. Size, 6¾ inches in diameter.

Per dozen **$2.10**

No. 112P1637—Musical Top. Larger top, made of same high quality metal, that emits cheerful musical tones when spinning. Size, 6¾ inches in diameter.

Per dozen **$4.25**

Popular Kiddie Banks

No. 112M2466 — Happy Days Barrel Bank. A convenient standard bank that brings barrels of sales. Features extra large space and wide opening for coin deposits. Metal construction in shape of barrel with black and yellow paint remarkably imitating grain of wood. Money can be removed with attached key through small door on the underside of bank. Highly popular with everyone a profit maker. Height, 4⅛ inches.

Per dozen . **$1.60**

No. 112M2464—Globe Bank. A double duty item that doubles sales. A spacious bank in the form of a globe. Entire world map is brightly and attractively colored and names are clearly printed for easy identification. Placed securely on a steady base. Children love this bank; makes saving fun. Stands 4⅝ inches high.

Per dozen . **$1.75**

No. 112M2465—Clown Bank. A novel bank that customers can't resist. Colorful, shiny metal cleverly molded to resemble a clown's face. When a lever on the base is pressed down, the happy clown automatically sticks out his tongue upon which coin is deposited, and pulls it back into the roomy cavity. Bank can be opened on the bottom with attached key. Size, 4¼ inches high.

Per dozen **$1.60**

No. 8992 — Chimney Savings Bank. Here is a way to save some money! Very well made of extra heavy cardboard in a tall tubular shape. Top and bottom are made of quality metal in a khaki color is covered with an attractive brick effect design in red and white with the words "Chimney Savings Bank" in large blue letters printed across it. Height, 8¼ inches, diameter 2¾ inches.

Per dozen . . . . **75¢**

Per gross **$8.50**

No. 112M2429 — Lucky Dime Bank. Registers dimes as you put them into the bank until $5.00 capacity is reached. Another special feature is the automatic lock on this pocket-size bank. Clicks shut when you insert the first dime and does not release again until $5.00 has been deposited. Saves smashing the bank to extract the money. Approximately 2½ inches square and ⅝ inches high, this bank is made of lightweight metal with a nickel finish top, complete with instructions for opening on the reverse side.

Per dozen **$1.50**

No. 1N2850—Three-Coin Register Bank. A new, exciting bank that's a natural for boys and girls. Stimulates saving. More than just a toy—an education in thrift. Actually adds up with each deposit. Takes 5c, 10c and 25c coins—provides a thrill when the total reaches $10.00. Automatic drawer flies open for every $10.00. Bank holds over $50.00. Beautifully styled in durable, colorful, maroon or black duro plastic.

Each **$2.10**

Per dozen . . . **$24.00**

No. 3921—Pay Station Telephone Bank. This durable plastic pay station telephone bank makes a practical gift welcomed by young and old. Provides hours of fun and play for boys and girls. A replica of the latest design cradle pay phone, the bank has a miniature receiver, realistic dial action. With each bank comes a key for opening the little bottom drawer where coins collect. Available in red or blue. Individually packaged in attractive, illustrated cartons.

Each . **90¢**

Per dozen **$10.00**

No. 112M2411—Mail Box Bank. Trap door in the base of the bank opens with the key provided. A miniature regulation mail box in every detail down to the tiny rivets and a pick-up time schedule which advises "Save Early." This unusual novelty bank is accurately constructed of light sheet metal, painted government green. Height, 5¼ inches, width 2½ inches, depth 2⅛ inches. Packed in illustrated cartons.

Each **35¢**

Per dozen . **$3.85**

No. 112M2417—Squeeze Piggy Bank. Saying to music is exciting fun with this bank. When a coin is inserted, an appealing musical sound is produced which surprises and delights everyone. Squeeze is molded from plastic Tenite and has a smooth, lustrous finish in pink, baby blue and other pastel colors. The eyes, nose and mouth are hand decorated in contrasting hues. A special lock device on the bottom permits money to be removed without breaking bank. Length, 6 inches, height, 4½ inches.

Each . . . . **75¢**

Per dozen . **$8.00**

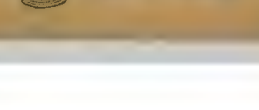
No. 112M2413—"Pork Chops" Piggy Bank. Its chubby tummy holds and safeguards your savings. Well made of the new improved plastic it is supplied in assorted bright, appealing colors. Smoothly rounded, safe and sanitary, they are also color-fast, decorative and highly polished to a glossy finish. Can be used over and over again because of the handy metal resealing tab on the inside. Length, 6½ inches. Each in box.

Each . . . . **55¢**

Per dozen **$6.25**

Glass Savings Banks. Made of top quality clear glass that withstands any amount of rough handling with flat even area on bottom that provides standing surface. Artistically molded in 3 favorite styles—Lovely flower bell, pig and globe with detailed picks—each one top in popularity. Really tops on the market—Everybody wants 'em. Packed 4 dozen of a style to a carton. (No less sold).

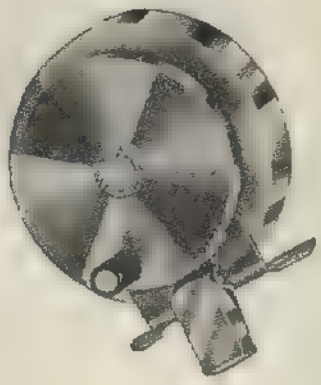
Number	Style	Height	Per carton
112M2541	Pig	3 in.	$3.20
[illegible]	Bell	4 in.	
112M2543	Globe	4½ in.	



FISHING REELS

SPINNING

HUMPHREYS



A stationary spool spinning reel made of stainless steel with bronze bushings. Line guide and flyer are hard chrome plated. Right hand reeling. Cannot backlash. Permits use of nylon leader material from 3 to 10 pound test, as well as nylon braided spinning lines. Capacity of leader material in 4 pound test, 200 yards; 6 pound, 160 yards; 8 pound, 140 yards and 10 pound, 120 yards; also 200 yards of 6 pound spinning line.

No.	Wt. each	Each
4A	11 ozs.	★$27.50

No. 3A

Same as No. 4A, but smaller in size and line capacity. Capacity of leader material in 3-pound test, 150 yards; 4-pound test, 100 yards; 6-pound test, 80 yards; 8-pound test, 70 yards; and 10-pound test, 60 yards.

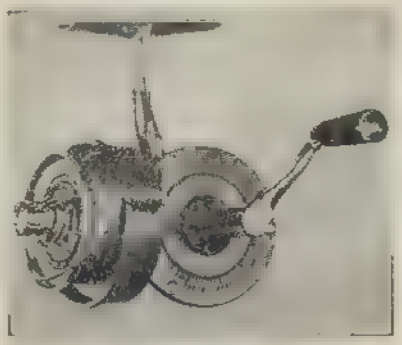
No.	Wt. each	Each
3A	8½ ozs.	★$22.50

BACHE BROWN MASTEREEL

Precision built deluxe lightweight reel with roller bearing finger of monel metal. Ball bearing, finger touch brake control. Adjustable aluminum spool with aluminum castings. Special reel seat, holds solidly in position and prevents twisting out of place on cork handle. Detachable reel handle.

No.	Capacity	Wt. each	Each
7002-2A	200 yds.	8 ozs.	★$22.50

AIREX STANDARD



A companion reel to the No. 7002-2A with ball bearing, finger touch brake control and adjustable spool seat. Aluminum castings. Non-corrosive parts are of monel metals, stainless steel or bronze to prevent rust. Special reel seat to prevent twisting. Detachable reel handle.

No.	Capacity	Wt. each	Each
7003	200 yds.	8 ozs.	★$17.50

BACHE BROWN SPINSTER

A popular priced reel, streamlined in appearance. Finger touch brake control with new type internal expansion brake. New line spool with new lip design. Fitted with special reel seat to prevent twisting out of position on cork handle. Monel metal and all parts are non-corrosive. Detachable handle

No.	Capacity	Wt each	Each
7004	200 yds.	9 ozs.	★$13.50

MAR-VEL

Mar-Vel spinning reel fits any conventional spinning rod, fly rod or straight handle casting rod. Can be cranked either right or left handed, and be locked for trolling. When casting, the spool remains stationary at right angles to the rod and the line flows freely from the spool. Spool has an oscillating or wobbling motion on the retrieve to insure perfect level wind. Easy and positive brake adjustment. Built of stainless steel. Regular spool capacity, 200 yards of 4-pound test line.

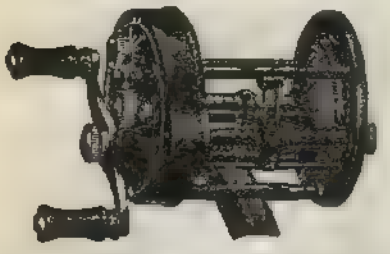
No.	Capacity	Wt each	Each
Mar-Vel	200 yds.	8 ozs.	★$14.85

All above, one in a box
★ Factory Suggested Resale Price

FISHING REELS

LEVEL WINDING CASTING

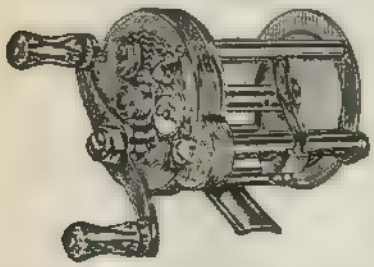
PFLUEGER-SUPREME



Finest quality satin nickalum, polished diamolite trim. Level winding and anti-backlash. Adjustable front sliding drag, double handle crank with pyralin marble handles. Adjustable self-thumbing device automatically thumbs the spool and stops as bait strikes the water. Extra half nut or pawl in a receptacle built into the reel. Adjustable back sliding click. Quadruple multiplying. Packed in a chamois leather bag, with extra cork arbor, pair of rubber handles, compo ring, bottle of speed oil and tube of grease.

No.	Capacity	Wt. each	Each
1573	100 yds.	12 ozs.	★$35.00

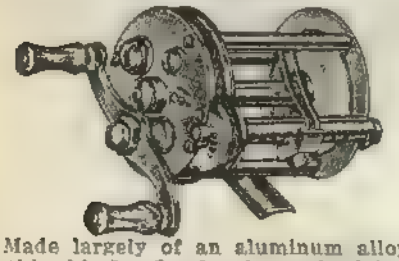
PFLUEGER SUMMIT



Made of polished ornamented nickel silver, extra heavy chromium plated. Level winding and anti-backlash. Quadruple multiplying. Genuine agate jeweled oil cups and phosphor bronze bearings. Double balanced handle. Extra pawl supplied with each reel.

No.	Capacity	Wt. each	Each
1993	100 yds.	6 ozs.	★$13.50

PFLUEGER NOBBY



Made largely of an aluminum alloy. Anti-backlash. Quadruple multiplying. Satin finish, trimmed in polished chromium finish. Large special rustproof metal pivots and phosphor bronze bearings, bronze gear adjustable click and fancy balanced handle. Extra pawl supplied.

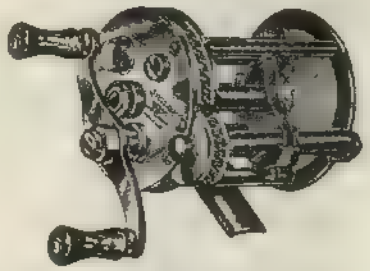
No.	Capacity	Wt. each	Each
1963	100 yds.	5¾ ozs.	★$11.00

AMPRO—SKILKAST

Quadruple multiplying. Light weight aluminum alloy spool and cork arbor. Spiral cut gears. Mechanical thumber. Polished diamolite finish. Extra wide line guide of phosphor bronze. Adjustable click. Balanced double handle. Extra pawl with each reel.

No.	Capacity	Wt. each	Each
1953	100 yds.	8 ozs.	★$10.00

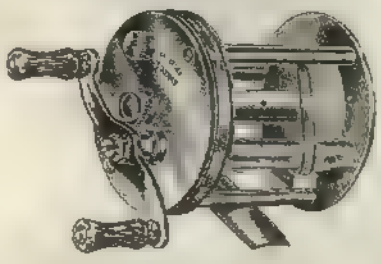
PFLUEGER-AKRON



Polished diamolite finish. Adjustable click, agate jeweled. Extra half-nut or pawl with each reel. Quadruple multiplying. No. 1893L has light weight spool. Line guide loop of stainless tempered wire. Bronze bearings, steel gears, steel pivots.

No.	Capacity	Wt. each	Each
1893L	60 yds.	8 ozs.	★$9.00
1894	80 yds.	9 ozs.	★10.00

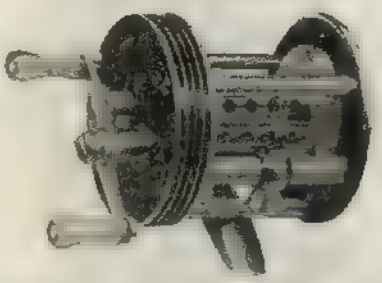
PFLUEGER TRUMP



A popular priced level winding reel with chromium plated spool and polished diamolite finish. Anti-backlash graduated tension insures smooth and positive action.

No.	Capacity	Wt. each	Each
1943	100 yds.	7 ozs.	★$5.40

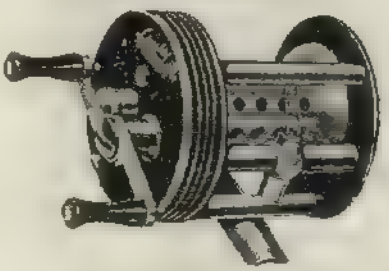
LANGLEY STREAMLITE



Standard level winding reel with ⅝-inch featherweight Anti-Inertia spool that controls the cast, preventing drag and backlash. Gear box control for easy oiling and adjustments. Made of aluminum alloy, polished black alumilite finish with chrome trim

No.	Capacity	Wt. each	Each
310	100 yds.	5 ozs.	(F)$12.50

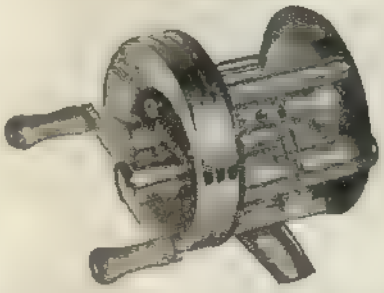
LANGLEY STREAMLITE



A standard size level winding reel with the new ½-inch featherweight Anti-Inertia spool that controls the start and stop of the cast. Gear box control for easy oiling and adjustments. Made of aluminum alloy, polished black alumilite finish with chrome trim.

No.	Capacity	Wt. each	Each
312	100 yds.	5 ozs.	(F)$12.50

LANGLEY PLUGCAST



A narrow spool level winding reel with ⅝-inch featherweight Anti-Inertia spool that controls the cast, preventing drag and backlash. Gear box control Made of aluminum, polished chrome trim on housing and end plates. Line capacity, 12-pound test line.

No.	Capacity	Wt. each	Each
360	75 yds.	6 ozs.	(F)$10.50

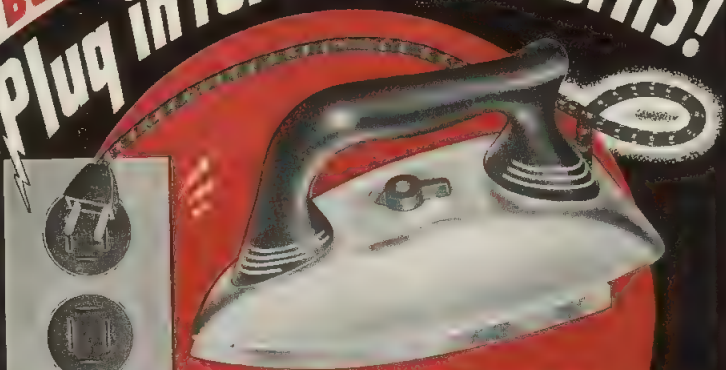
All above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

BUYERS!

Plug in For BIGGER PROFITS!



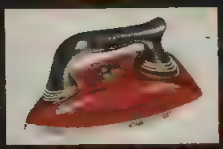
with Dolly Dell

TOY Electric IRON

SEE THE ENTIRE FAMILY

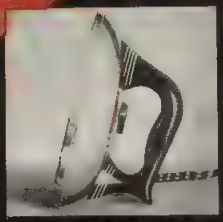
ELECTRIC MODEL JUST LIKE MOTHERS!

HEATS TO REALISTIC WARMTH. SAFETY feature of element CONTROLS heat — cannot burn child or clothing.



NON-ELECTRIC — CAN BE HEATED ON THE STOVE

Comes in 2 Beautiful Colors: "ATOMIC RED" and "CANARY YELLOW" "LUSTRE" enameled dome.



DESIGNED WITH BUILT-IN UPRIGHT REST

The fine workmanship and exact detail makes this dynamically balanced electric iron the fastest seller in the field.

The entire Dolly Dell "Family" is designed to SELL . . . INDIVIDUALLY packed full COLOR carton beautiful counter display furnished FREE.

WRITE DIRECT TO DEPT. K-1

See OUR NEW ADDITIONAL ITEMS AT THE TOY FAIR SPECIAL NOTICE . . . ALL OF OUR ELECTRIC MODELS CARRY FULL UNDERWRITERS APPROVAL.

M. E. HUNTER MFG. CO.

3222 SOUTH 24th STREET OMAHA, NEBRASKA

ROOM 320, 200 FIFTH AVENUE BUILDING • ROOM 669, McALPIN HOTEL

UNIVERSAL NOVELTIES *Presents*

WALT DISNEY'S

donald duck *Safe* ELECTRIC SCISSORS

© WALT DISNEY PRODUCTIONS

Including complete portfolio of WALT DISNEY character cut-outs

TOYS OF DISTINCTION

COLORFUL PACKAGE

AT THE
TOY FAIR
McALPIN HOTEL
Rooms 1034 - 36
New York

Here's Donald Duck as fascinating Electric Scissors that are perfectly safe. Here are hours of fun for the youngsters—with plenty of profit thrown in for you.

It's a smart item—big-time—expensive looking, but it's a best-seller because the price is right. Get a supply now—packed 24 packages to the carton.

RANDALL COMPANY
19 N.W 20th St., Miami, Fla.

LINDEN THORESON
402 S Fray St, Dallas, Texas

GEORGE FRANK
1186 Broadway, New York 1, N Y

UNIVERSAL NOVELTIES CORPORATION
[illegible] MARTEN BLVD., CHICAGO [illegible]
[illegible] Associates 1442 Merchandise Mart, Chicago, [illegible]

"IDEAL" DOLLS THAT LEAD IN EYE APPEAL

Girl Doll. Ideal's little darling sweet American girl. Fully jointed, all composition standing girl doll, with lovely natural-appearing wig and glace sleeping eyes with lashes. Beautiful finish. Attractively dressed in the height of doll fashion in lovely print dress and matching hat. Top quality and one of the most popular of wigged dolls.

No.	Size	Each	Per dozen
3D847	15 in.	$4.20	$48.00
3D848	18 in.	6.90	80.00

Betsy Wetsy Doll

No. 3D837—Betsy Wetsy Doll. Betsy Wetsy drinks from her bottle, she wets, she sleeps, and she's practically indestructible. Her body, arms and legs are made of soft, durable rubber—flesh like in appearance—wrinkles and bends just like human flesh. Her head is moulded of strong, durable plastic, beautifully finished, and she has sleeping eyes. Betsy Wetsy can be bathed and powdered. She moves her arms and turns her plastic head. Comes complete with shirt, diaper, nipple and bottle. Each packed in individual box. Height 11 inches.

Each ..**$3.50** Per dozen **$40.00**

"New Look" Doll. This is most doll—excellent for the girl receiving her last doll. So exquisitely dressed, she almost looks real. Her latest mode ballerina suit is fashioned of materials just like the modern mix of today, wears and her outfit is topped by a stylish beautifully designed hat. Complete with shoes and stockings. Her composition head is beautifully finished with wig and glace or invisible eyes. Legs and arms are fully jointed, body is soft stuffed.

No.	Size	Each	Per dozen
3D849	18 in.	$9.00	$104.00
3D850	22 in.	11.95	136.00

A Crying Baby Doll. Beautiful in appearance, human in appeal and excellent in quality. Represents the utmost in workmanship, design and needlework. Head, arms and legs are constructed of the finest hard-to-break composition, beautifully finished with realistic features. Glace sleeping eyes with lifelike, silken lashes. Crying voice. Soft body is cotton stuffed. Dressed in sweet organdy or print dresses, exquisitely trimmed with lace, ribbon or embroidered designs. Bonnet to match—complete with shoes and socks.

No.	Size	Each	Per dozen
3D853	16 in.	$3.50	$40.00
3D854	18 in.	4.20	48.00
3D855	20 in.	4.90	56.00
3D856	22 in.	5.55	64.00

Magic Skin Doll

No. 3D832—Magic Skin Doll. Exciting doll creation has a soft cotton-stuffed body and durable composition head that is feather-weight, lifelike, practically unbreakable. Smooth soft plastic Latex body can be washed and powdered. Like a real live baby, legs and body are moulded in one piece—skin wrinkles just like a live baby. She can clasp her hands together. Magic Skin Doll complete with shirt and pants. Each in individual box. Overall height 11 inches.

Each **$3.50** Per dozen **$40.00**

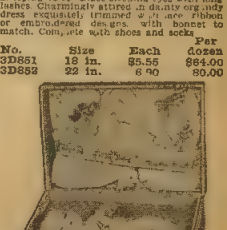
Crying Red Baby Doll. A truly lifelike Baby Doll with natural appearance, mohair wig. Beautiful in appearance, head, arms and legs are constructed of the finest quality, hard-to-break composition, realistically finished with soft cotton stuffed body. Natural crying voice. Glace sleeping eyes with long lashes. Charmingly attired in dainty organdy dress, exquisitely trimmed with lace, ribbon or embroidered designs, with bonnet to match. Complete with shoes and socks.

No.	Size	Each	Per dozen
3D851	18 in.	$5.55	$64.00
3D852	22 in.	6.90	80.00

Ideal Betsy Wetsy With Suitcase

Betsy Wetsy Doll in Suitcase. Almost life like in appearance. Betsy Wetsy is one of the most popular dolls on the market. She drinks from her bottle, she wets, she sleeps, and she's practically indestructible. Body arms and legs are made of soft durable rubber. She moves her arms and turns her plastic head. She has sleeping eyes. Can be bathed and powdered. Comes with a new celluloid sing of an organdy dress, bonnet, petticoat, 2 diapers, 4 safety pins, 1 pair shoes and stockings, 1 tiny plastic kitchen utensil set. Packed in heavy suitcase with gleaming hardware, covered to resemble smart airplane traveling case.

No.	Size	Each	Per dozen
3D829	11 in.	$5.55	$64.00
3D830	13 in.	6.90	80.00
3D831	15 in.	9.00	104.00



Beautiful Dolls

Attractively Dressed

No. 31087—Magic Squeezer Doll [illegible]
Each **$6.90**
Per dozen **$80.00**

No. 31088—Magic Squeezer Doll [illegible]
Each **$5.55** Per doz. **$64.00**

No. 31089—Soft Baby Doll [illegible]
Each **$7.15**
Per dozen **$82.00**

Character Dolls With Sweet Faces [illegible]

No. 31070. Nun [illegible] case with white [illegible] Complete with [illegible] belt
Each **$3.50**

No. 31068. Bride [illegible] and veil
Each **$3.50**

No. 31069. Bridesmaid [illegible]
Each **$3.50**

No. 31076—Fairy Doll Extraordinary [illegible]
Each **$3.50**

No. 31071—Dutch Girl. As colorful as a field of bright tulips [illegible] Her red skirt is trimmed with a charming Holland scene
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Character Dolls With Sweet Faces [illegible] 12 inches. Each [illegible]

No. 31080. French Girl [illegible] white taffeta bodice [illegible] in approx.
Each **$3.50**

No. 31067—Peasant Girl Bey- [illegible]
Each **$3.50**

No. 31074. Party Girl [illegible]
Each **$3.50**

No. 31075—Senorita Wore and [illegible] bra [illegible] of red taffeta trimmed. Lace [illegible] trimmed with [illegible]
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New additions to round out your complete toy selections in one single visit to Ideal's showroom.

Colorful—Exciting—Wind-Up Toys

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A COMPLETE PRICE RANGE OF DELUXE QUALITY ANIMALS AND NOVELTIES — ALWAYS SOMETHING NEW IN CUDDLY, FULLY JOINTED, STANDING, AND RUNNING ANIMALS.

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TOYS FOR INFANTS

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INFANT FLOATING TOYS

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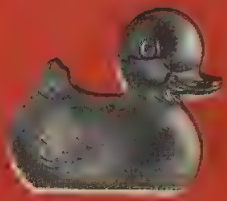

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Midge

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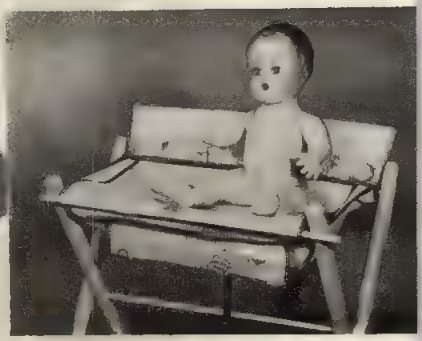

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- She Cries
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- Pure, durable 100% natural rubber latex
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Style 1286 Chain Drive Bike features 20"x1¾" front and 16"x1¾" rear wheels . . . ball bearing wheels, head, and pedals . . . 1¼" tubular frame . . . chromed adjustable handle bars . . . chromed coil spring adjustable large padded leather seat . . . multi spoke wheels with semi-pneumatic tires.

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sensational

MothEr gooSE series

Here's HUMPTY DUMPTY precariously perched atop his wall. His hands wave, his feet trample, his funny egg-head wobbles!
to retail for $1.29

[illegible]

Those beloved nursery rhymes, favorites for generations—now magically transformed into gay, novel pulltoys to charm children of all ages!

Here are the newest, most adorable additions to Kamkap. Famous action [illegible] washable plastic composition, separately packed in eye-catching, 4-color, self display boxes imprinted with individual Mother Goose rhymes. They're all set to brighten sales at your toy counter.

[illegible] comes out of the [illegible] to retail for $1.29

ORDER NOW and PROFIT EARLY with these Childhood Character Toys!

See [illegible]

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THIS TUBE CAN DO WONDERS FOR YOU
This inexpensive phototube will respond instantly to a beam of light to perform a limitless number of small "miracles."

The new Franklin "Electric Eye" Shooting Gallery is an interesting example of the unusual playthings you can design inexpensively around RCA Electron Tubes.

Aim the rifle—pull the trigger—and if you're good, a narrow beam of light strikes the bull's-eye of the moving target. Instantly and automatically an RCA Phototube flashes a light and sounds a buzzer, indicating a direct hit. More fun than a barrel of monkeys . . . yet the whole outfit retails for less than $15.00!

Maybe *you* would like to cook up an electronic game that works on *invisible* light . . . or an educational toy that creates its own brand of music. But whatever your ideas, the chances are that you can solve your design problems—simply and inexpensively—by using RCA Electron Tubes. It will pay you to investigate their possibilities.

RCA Application Engineers will be pleased to consult with you and advise on the adaptation of RCA Electron Tubes to your designs—or place you in touch with competent engineering organizations which can translate your ideas into practical working form. Just write RCA, Commercial Engineering, Section CS73, Harrison, N. J.

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

ture. (Vetch grows well in mild climates—in the South and Pacific Coast regions. Balbo rye is a favorite farther north. Sudan is a good bet for summer pasture.)

He Feeds No Grain; Makes More Money

No grain—but lots of corn silage—is John Sivisend's answer to the high cost of living for dairy cows.

Sivisend belongs to the Dairy Herd Improvement Association in Allamakee County, Iowa, so it is easy for him to compare his costs with those of other members. Last year he produced butterfat for less than 31 cents a pound—exactly 11 cents a pound cheaper than the Association average. His 24 cows averaged 390 pounds of butterfat for the year.

Here's how Sivisend got his low costs: he fed 9,480 pounds of corn silage (more than twice the average rate in the Association), but no grain. This wiped out expensive grain costs, and reduced his hay bill a third below the Association average.

He uses alfalfa-brome for both pasture and hay. The average pasture cost for the Association was $15; his cost was only $10.

For protein, Sivisend fed a 32% commercial mixture with soybean meal, half and half. His cows ate 1,072 pounds apiece; the Association average was 1,750.

When it came to feed cost per cow, his average was $119.14. The Association average was $13.36 more than that, or $132.50.

Maybe it would be even clearer to compare Sivisend's feed costs with another Allamakee County herd that was producing about the same as his. This other herd got less than half as much silage, 60% more hay, and nearly 2½ times as much concentrates. That's where the other man poured out the

Folding Feed Troughs

These hinged feed troughs fold out of the way after grain feeding to let Earl Deardorff, Livingston County, Mo., throw in baled hay for the cows. (See trough in background). Troughs, built to fit manger, are all

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In a national survey by a prominent publishing company among men in all types of jobs, Lee Work Clothes were voted the leading brand by an overwhelming margin. Because of their many superior features, Lee Work Clothes give you *longer wear . . . greater comfort . . . better appearance . . . more washings per garment.* They're Sanforized Shrunk for permanent fit.

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The 'Jeep' Works the Year 'Round

The Universal 'Jeep' is busy every season of the year—helping you get work done on time—spreading its cost over more kinds of jobs.

LEFT—The sure-footed 4-wheel-drive 'Jeep' gets you to any part of your place in a hurry—climbs steep grades, pulls its load through deep mud and sand, over ice and snow.

ABOVE—The Universal 'Jeep' is a 4-wheel-drive tractor for all kinds of field work, operating pull-type implements or, with hydraulic lift, standard lift-type farm equipment.

ABOVE—The 'Jeep' easily pulls loads like this 2100-lb. baler and loaded wagon. With its wide speed range, the 'Jeep' will tow your trailer to town in a hurry at normal road speed.

RIGHT—With power take-off, the 'Jeep' delivers up to 30 hp through pulley or shaft drive for operating hammer mills, buzz saws, silo blowers, sprayers and power mowers.

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- Selective 2- or 4-wheel drive—6 speeds forward, 2 reverse.
- Operating range from 2 mph in the field to 60 on the road.
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- Car-size 7-in. headlights for night field work.
- Power take-off points at rear, center and front.
- Steel bed for hauling.
- Optional metal top for winter.
- Optional hydraulic lift.

4-Wheel-Drive UNIVERSAL 'Jeep'

MAKERS OF AMERICA'S MOST USEFUL VEHICLES

MINNOWS AND BAITS

JITTERBUG

A double lobed spoon attachment on this minnow makes it wobble and also creates a loud paddling sound. Fitted with two treble hooks. Weight, ⅝ ounce.

No.	Color	Wt. per ctn.	Per doz.
650-R	Red	8 ozs.	★$14.52
651-F	Frog	8 ozs.	★ 14.52
655-P	Perch	8 ozs.	★ 14.52

One in a transparent box; one-half dozen in a carton

HULA POPPER

A bass lure with Hula Skirts, most effective when given little quick jerks, allowing the line to slack between pops. Fitted with two treble hooks. Weight, ⅝ ounce.

No.	Color	Wt. per ctn.	Per doz
750-R	Red	8 ozs.	★$14.52
751-F	Frog	8 ozs.	★ 14.52

One in a transparent box; one-half dozen in a carton

HULA DANCER

A moulded solid, small lure, heavy enough for long casts. Fitted with Hula Skirt and two treble hooks. Weight, ⅝ ounce.

No.	Color	Wt. per ctn.	Per doz.
800-R	Red	8 ozs.	★$14.52
801-F	Frog	8 ozs.	★ 14.52
805-P	Perch	8 ozs.	★ 14.52

One in a transparent box; one-half dozen in a carton

FLY ROD HULA POPPER

A fly rod lure that has a combination of noise, action, casting and hooking qualities, as the Hula Skirt gives it a lively action. Weight, ⅓ ounce.

No.	Color	Per doz.
1000-R	Red	★$9.00
1001-F	Frog	★ 9.00

One on a card; one dozen in a box

HAWAIIAN WIGGLERS

The single spinner with Hula Hula rubber skirts. These skirts can be replaced or reversed. A weedless bait in three sizes. Weight each, ⅝ ounce.

No. 100 is deep running type; No. 150 is medium running type and No. 200 is shallow running type.

No.	Color	Per doz
100-SR	Red	★$13.20
150-SRG	Red and green	★ 13.20
200-SRG	Red and green	★ 13.20

One in transparent top box; one-half dozen in a carton

A streamlined, weedless bait with Hula Hula rubber skirts attached that can be replaced or reversed.

No.	Color	Per doz
300-R	Red stripe	★$13.20
304-S	Scale	★ 13.20

One in transparent top box; one-half dozen in a carton

EXTRA SKIRTS FOR HAWAIIAN WIGGLERS

Extra rubber hula skirts for Nos. 1, 1½ and 2 Wigglers in assorted colors.

No.	Wt. per doz.	Per doz.
4015	¼ oz.	★$3.00

One in cellophane folder

Extra rubber hula skirts for No. 3 Wiggler in assorted colors.

No.	Wt. per doz.	Per doz
2015	3 oz.	★$1.80

One in cellophane folder

★ Factory Suggested Resale Price

HELGRAMITES

A soft flexible rubber bait, length, 1¾ inches and fitted to size 8 hook.

No.	Wt. per doz.	Per doz.
3½	2½ oz.	$4.00

Six on a card, two cards in a box

BUG-EYE BUCKTAIL LURES

Made with jeweled eyes, set in the head. Genuine bucktail, hand tied to O'Shaughnessy filed point tinned hooks. Size 6/0.

No.	Color	Per doz
6/0 YR	Yellow head, Red Bucktail	$8.40
6/0 YW	Yellow head, White Bucktail	8.40
6/0 YY	Yellow head, Yellow Bucktail	8.40
6/0 RR	Red head, Red Bucktail	8.40
6/0 RW	Red head, White Bucktail	8.40
6/0 RY	Red head, Yellow Bucktail	8.40

Average weight, 1½ ozs. each.

One dozen in a carton.

SALMON EGGS

PETE'S DE LUXE

Three-oz. jars of the best and largest selected salmon eggs obtainable from the Chinook salmon. Uniform in size. Especially prepared and packed in sealed top glass jar.

No.	Color	Wt. per ctn.	Per doz.
20	Light	18 lbs.	$7.35

Three dozen jars in a carton

PETE'S TROUT TICKLERS

Pete's Trout Ticklers are prepared and selected salmon eggs and uniform in size. A large special red egg. Packed in seal tight, 3½-oz. glass jars.

No.	Color	Wt. per ctn.	Per doz.
22	Medium	18 lbs.	$5.50
22L	Light	18 lbs.	5.50

Three dozen jars in a carton

PETE'S OIL PACK

A good quality, large size egg packed in genuine fish oil, which penetrates the water, attracting the fish. Packed in 3-oz. airtight glass containers.

No.	Color	Wt. per ctn.	Per doz.
16	Medium	13 lbs.	$4.70
16L	Light	13 lbs.	4.70

Two dozen in a shipping carton

LURE 'EM

A perfect and large egg prepared in the natural juice of the egg, which fluid flows down to the bottom of river or lake, bringing out the big ones. An excellent bait for still water fishing. Packed in 3-oz. airtight glass containers.

No.	Color	Wt. per ctn.	Per doz.
15L	Light	14 lbs.	$5.70

Two dozen in a shipping carton

BONN'S DE LUXE

A pack of the best selected de luxe grade of large eggs, carefully cured and packed in 2½-oz. jars.

No.	Color	Wt. per ctn.	Per doz.
13-L	Light	13½ lbs.	$8.00
13-M	Medium	13½ lbs.	8.00

Three dozen in a carton

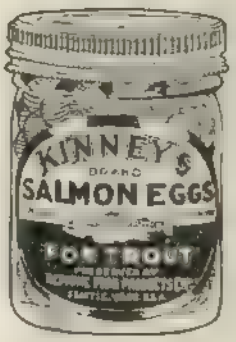
BONN'S

Especially selected grade of preserved fish bait as to size and quality. Packed in sealed top 3-oz. glass jars. Fitted with new type cover to permit easy removal of eggs. Absolutely free from any poisonous substance, being sugar cured.

No.	Color	Wt. per ctn.	Per doz.
14-A	Med. Red	18 lbs.	$6.70
14-AL	Light	18 lbs.	6.70

Three dozen jars in a carton

KINNEY'S



Selected salmon eggs, sugar cured. Packed in 3-ounce, sealed top glass jars. Fitted with new type cover to permit easy removal of eggs.

No.	Color	Wt. per ctn.	Per doz.
25	Light	18 lbs.	$4.00

Three dozen jars in a carton

KINGFISHER

Selected salmon eggs, sugar cured. Packed in a new size 3-ounce, sealed airtight glass container.

No.	Color	Wt. per ctn.	Per doz.
26	Light	18 lbs.	$2.70

Three dozen in a carton

CHINOOK

A selected grade of preserved single bait eggs. Packed in 3-ounce sealed tight jars.

No.	Color	Wt. per ctn.	Per doz.
5	Med. Red	18 lbs.	$6.70

Two dozen in a carton

ATLAS OIL PACK

The Original Oil Pack egg, processed in pure fish oil. Large size and packed in 3-ounce jars.

No.	Color	Wt. per ctn.	Per doz.
4	Light	18 lbs.	$5.00

Two dozen jars in a carton

710

HANDCUFFS and CRIME STOPPERS SETS

700

775

No. 710—CRIME STOPPERS SET. Consists of nickel plated steel handcuffs; 10" turned, waxed and varnished billy; gold lacquered captain's badge. On 10¼" by 7½" DICK TRACY card. 1 dozen to a bag, minimum packed 3 doz.; weight 4 lbs. per dozen

No. 700—DICK TRACY JUNIOR HANDCUFFS. Nickel plated steel handcuffs on attractive 9¼" by 4¼" card. Packed 1 doz. to a bag. Minimum 3 dozen, weight 2½" lbs. per dozen

No. 775—DETECTIVE SET. Handcuffs, billy and badge same as No 710, plus novelty goggles with unbreakable lenses and whistle Individual full-colored box; minimum 3 dozen sets; weight 10¼ lbs. doz

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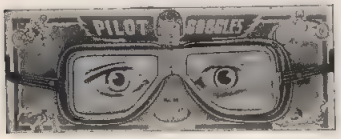
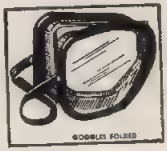


No. 120—PILOT GOGGLES. Practical for adults as well as a swell toy! All metal hinge frame. Unbreakable non inflammable lenses. Colorful 9 x 4" card. Minimum 3 doz. Weight, 1 lb. per doz.



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- Flannel Coat Dolls
- Dolls With Wigs
- Bears and Dogs in All Sizes

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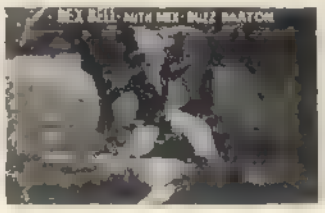

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Charlie Chase	Buzz Barton
Oliver Hardy	Bob Custer
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(From 25 ft. to 200 ft. lengths)

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ALICE CARTOONS by WALT DISNEY

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15 Mount Vernon St., Ridgefield Park, N. J.

TOY NEWS AND NEW TOYS

NEW WAREHOUSE

Titche-Goettinger Co., Dallas department store, has moved into its new warehouse in Airlawn Industrial Park and all services outside of the big store at Main, Elm and St. Paul streets are now being carried on from the new building

In this new building, Titche-Goettinger has pioneered the newest time and labor-saving devices and methods. Mechanical means throughout eliminate all heavy lifting and "flow-control" of merchandise makes the movement of stocks possible with maximum efficiency. Aisles and storage spaces are carefully marked and standardized for quick storage delivery

THE "SQUIRT" WATER PISTOL

The Kilgore Manufacturing Company of Westerville, Ohio, report that their "Squirt" water pistol is on the road to being one of the hottest items they have ever brought out. The "Squirt" is a precision made water pistol with working parts that are much more elaborate and positive in action than is usual in this type of pistol. All of the working parts are made of non-rusting materials to insure a long, trouble-free life. The pistol develops remarkable pressure, the shots being accurate and with an equal volume of water. It is moulded of colorful, light-weight, durable plastic with a brass nozzle screw which can be removed for cleaning. Pump springs have valve bearings of stainless steel.

ROSEBUD ART CO. AT THE McALPIN

I. S. Rosen, President, Rosebud Art Company, Inc., 204 East 118th Street, New York 35, states that one of the feature attractions in their line for the coming year will be their Jingling Nested Blocks. This item proved a best seller for the Rosebud line last year and has already given indications of being even more popular in 1948. It consists of a set of Nested Blocks, built of heavy cardboard and each block has a jingle that attracts the child. The blocks are illustrated with the complete alphabet and designs to correspond. The retail price is $1 00.

Rosebud will also display a new line of Poster Color Paints in addition to their well known Robin Hood Painting Sets, Slate Sets and popular priced games. Mr. Rosen will be on the job in Room 825, Hotel McAlpin during the Toy Fair.

"SUPER ROYALTY" NOW READY WITH NEW DOLL CARRIAGE MODELS

The Super Royalty Manufacturing Company, makers of the Super Royalty Doll Carriages, is now showing its 1948 line, including seven new folding models and two all-metal and reed constructed carriages. These new models represent the company's bid to solidify its present position among the field's top manufacturers, which it has gained within a short three year period.

"Whatever success we have found," says Henry Winston, president of the company, "can be traced to our basic selling policy. We set out to make a competitively priced, high-quality product and followed through with a soundly planned sales effort. We also determined to fulfill all commitments at a maintained price and instant buyer approval confirmed our belief in this method of operating."

Super Royalty believes it is the first company to offer an important innovation in the field—introduction of all-metal and reed constructed carriages in the low price range. On the two models being brought out this year, bonderized metal parts replace the parts formerly made of wood.

Anticipating an even greater volume of sales than last year, they have endeavored to add many selling features to its 1948 line. Some of the features are: The newly designed, Pro-Tekt hood spreader that protects against pinched fingers and a continuous steel ring inside the solid, rubber tires. Some models feature an automatic spring action, locking device and both the two wheel, hand brake and the two wheel, spring action, foot brake have been improved on a few models of the line.

The Empress model uses a two toned, Spanish grained leatherette and the other models utilize washable, Spanish grained leatherette in a variety of color combinations. Tubular, chrome plated handles are featured on the more expensive models and most models include storm covers, bottom pads, sun visor and toe extensions.

The company's policy of high quality at low cost is realized through its utilization of extensive tooling and application of modern mass production techniques. By eliminating many hand operations, production costs are reduced and their savings are reflected in lower prices all along the line.

The *Parent Magazine* award symbol, affixed to every carriage, has proven to be an important factor in influencing consumer acceptance, company officials stated. Advertising mats and electros will be available for further merchandising assistance.

"We managed to deliver every order placed with us last year," says Mr. Winston, "which we feel has done much to strengthen our buyer-manufacturer relationships. We are very proud of this buyer friendship and intend to keep it, come what may."

All the friends of Super Royalty are invited to visit their Toy Fair display in Room 793, Hotel McAlpin and their permanent New York showroom at Bert Scheur, Inc., Hotel Breslin, 1186 Broadway, New York 1.

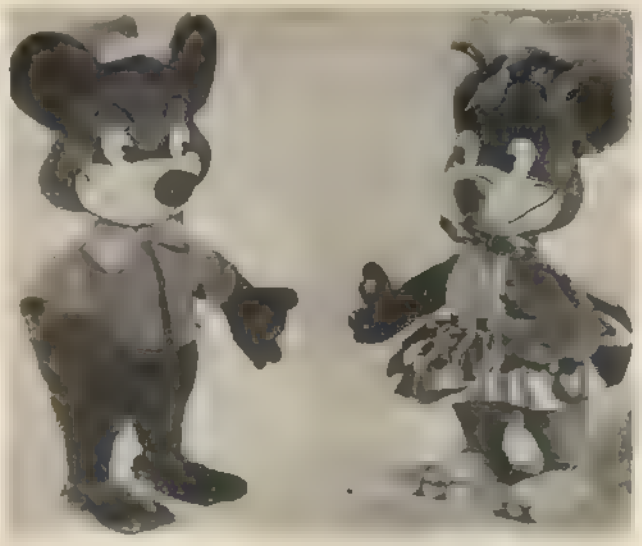
EFFANBEE SALESMAN FOR NEW ENGLAND

Henry Weisser has been added to the Effanbee sales staff and will cover the New England territory formerly handled by Julius Hackel. Mr. Weisser is a recent graduate of Brown University.

COLEMAN & MORRIS MAKES ADDITIONS TO LINE

Upon visiting Coleman & Morris' new metal toy plant in Port Chester, N. Y., we find that they now manufacture a first line collection of metal toys featuring drums, music and choral tops, music boxes and other items ranging in price from thirty-nine cents to twelve dollars retail. To take care of the increased demand for this type of merchandise, Coleman & Morris moved to their new plant last year and have installed modern equipment and machinery.

In addition to their metal line, they are still continuing the manufacture of five, ten and twenty-five cent syndicate items and are one of the few firms carrying a complete line not only of better department store merchandise, but low end syndicate goods as well. We were particularly impressed with a preview of two of their newest items, namely "Mr. Bubbles," an ingenious bubble-blowing toy, and their "Tuffskin Trap Set" that comes complete with cymbals, triangle, foot pedal, and all the trimmings. It is a very healthy sign for the continued prosperity of the Toy Industry when one can continually see how the various manufacturers are improving and extending their lines.

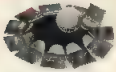


Walt Disney's Bongo and Lulubelle are now manufactured by the Gund Manufacturing Company. The entire sales force will be on hand to greet visitors to the Toy Fair in their permanent showroom, Room 232, Fifth Avenue Building

JUNIOR PRO

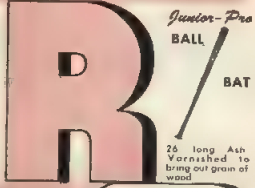
Junior-Pro
LIGHTWEIGHT HORSESHOES
Boxed in Pairs
List
$1.49
12 prs
per case
Wt 25 lb

Junior-Pro
BASEBALL MITT
Big league style for "minor" leaguers! Made of plastic leather, cowhide lacing.
List $1.75
12 to case Wt 5 lb.



Junior-Pro
INDOOR GOLF CUP. For home, on the lawn games, putting practice
List **75¢** 24 to case Wt 6 lb

"De Luxe"
BARN YARD GAME. Educational, entertaining. Full color box. Also made in Baby model
List Deluxe Model $1.49
24 to case
Wt 45 lb
Baby Model 75¢
24 & 48 to case
Wt 14 & 25 lb



Junior-Pro
BALL / BAT
26 long Ash Varnished to bring out grain of wood

Junior-Pro
GOLF SETS
Made in 3 sizes for children of all ages. Sets complete as illustrated.
List
SET No. 1 $4.95
6 to case Wt 12 lbs.
SET No. 2 $5.95
6 to case Wt. 14 lbs
SET No. 3 $6.95
6 to case Wt 16 lbs.

Junior-Pro
INDOOR GOLF GAME
A family favorite for home, outdoor games, putting practice. Mounted on quick-selling display board
List
$3.98
6 to case
Wt 19 lb.

Junior-Pro
ALL-STEEL, WELDED JEEP
Features two-piece construction. Seats 3 youngsters in front and back. Vivid enamel finish
List
$37.50
1 to case Wt 80 lb.

Foot Pedals Standard Equipment

VISIT ROOM 1100
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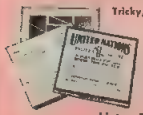
TOY FAIR
March 8 thru 20

UNITED NATIONS PUZZLE
Tricky, Baffling, Exciting!



A real test of skill. Consists of 10 sections, each representing a leading All-Nation. The problem is to put them together to form a perfect square
List — 15¢
36 & 72 to carton Wt 4 & 8 lb.

"De Luxe"
JACK POT GAME
Favorite with adults. Gives all the thrills of roulette. 6 or more may join game.
List
$1.49
24 to case
Wt 45 lb

If you cannot attend the Toy Fair, be sure to write at once for catalog giving complete description of the entire JUNIOR PRO line of best-selling toys, games, sporting goods. Standard trade discounts.

Junior-Pro **LIGHTWEIGHT HORSESHOE SET**
An old stand by that warm en and children can now enjoy. Sturdy, attractive pack aging.
List
With pld steel stakes
$4.95
6 to case Wt 65 lb.

SURE-FIRE VOLUME BUILDERS!
Sell the kids! Sell the adults! Everybody gets a kick out of Junior-Pro items. They're made for fun in the house, or out-of-doors. New lower prices mean bigger volume . . . easier profits. So, lo
PUT PUNCH IN TOY DEPT. SALES—FEATURE THE JUNIOR-PRO LINE!
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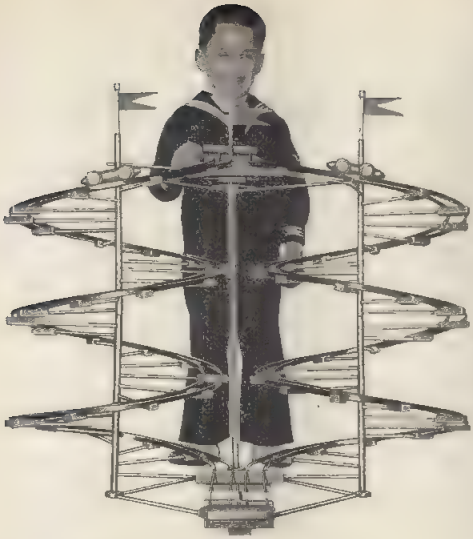
3206 Morganford Rd., St. Louis 16, Mo.



THRILLS • ACTION
NEW
SPIRAL SPEEDWAY

ENTERTAINS THE WHOLE FAMILY

Fun to operate, simple to set up, the New Spiral Speedway makes an easy to sell, colorful center of attraction for your toy department. Interest of construction plus speedway thrill gives the whole family hours of entertainment. Small racing cars speed down spiral track and race out across the room. Speeds can be varied, making it a thrilling game for grownups and children.

Non-mechanical, sturdily constructed, the double Spiral Speedway stands 28" high, 40" wide, 18" deep and is priced to retail at $3.95. The single Spiral Speedway, half width of above, is priced to retail at $2.98. Complete Spiral Speedway comes knocked down in compact tube, 15" long by 5" diameter. Each tube contains easy to follow instructions plus a large 5-color label showing toy as assembled.

Write now for full information and discount list. Agents, good territories still open, write today.

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KENT, OHIO

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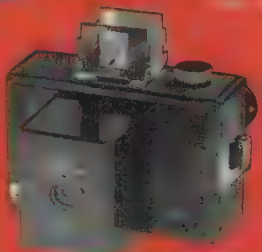
MY-OWN TRADE MARK

CAMERA KIT



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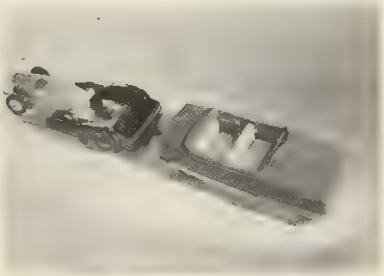
NEW TOYS ON PARADE



Kar King

Latest example of children's toys so realistic they are hard to discern from "the real thing" is this three-unit highway and speedway toy produced by the GLEN DIMENSION COMPANY, INC., 2631 South 31st Street, Milwaukee 7, Wisconsin. It consists of scale-built models of a modern convertible, racer, and trailer—all molded from Bakelite styrene plastic. The convertible has a two-tone body in blue and white, while the racer and trailer are styled in red and yellow. Their sturdy plastic construction, speedy lines, and eye-appealing features bring hours of enjoyment to automobile conscious youngsters.

Irwin's Plastic Rattle And Musical Doll

From pert curls to oh-la-la eyes, the saucy appearance of this new plastic doll is as attractive to children as the tinkling notes which

come from its "insides." Arms and legs are jointed for easy flexing in the very young child's hands.

The transparency possible in plastics is utilized to add new interest to this 1948 version of the old-fashioned rattle. With half of the ball being transparent, the other half opaque, baby not only can hear but watch the rattling noise.

These are but two of many ingenious plastic toy creations which abound at toy and infant counters everywhere. Both their abundance and their low price are attributed to the speed and economy of manufacture that is possible with plastics. The toys illustrated are among many in the attractive line of playthings created of Celanese Lumarith by IRWIN CORP., 27 West 20th St., New York, N. Y.

■

New Toy Gun

The MELDON BROTHERS COMPANY, 4748 Hough Ave., Cleveland, manufacturers of the well known super-automatic tom gun, are introducing a sensational new toy gun to the market. It's the new "Play Police Automatic Cap Pistol." This all-metal cap pistol, made of 22-gauge steel that will not break when dropped, has a fine blue-black, baked infra-red enamel finish. It shoots with a loud report and can be loaded very easily. It is a 50-shot repeater, using any brand of caps. For complete safety and harmlessness, this gun is constructed with a safety trigger and all moving parts are enclosed.

The gun comes complete with a play police badge, policeman's whistle, and play police permit. The complete four-piece set is packaged in an attractive multicolor box. Packed four dozen to a shipping carton, weighing 35 pounds. Suggested retail price is 79 cents.

●

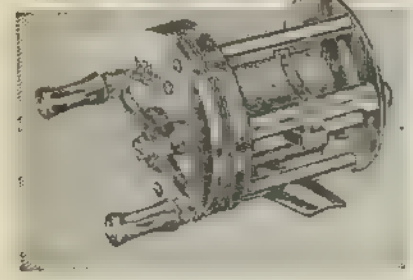
Pictorial Films' Display Rack

Pictorial Films' striking new display rack in blond birch tones brings a selection of stunning home movie packages to the top of the retail counter where they command customer interest. The modern display rack is designed to show a large selection of the 16 millimeter (100 foot) and 8 millimeter (50 foot) "Streamliner" cartoons, recently released in the Pictoreel line. Specially designed for this promotion are the fifteen individual subject boxes, printed in four-color cartoon design. "Streamliners" are selling at $2.75 and $1.75, for the 16mm and 8mm editions, respectively. They are released by PICTORIAL FILMS, INC., 625 Madison Ave., New York 22, N. Y.

FISHING REELS

LEVEL WINDING CASTING

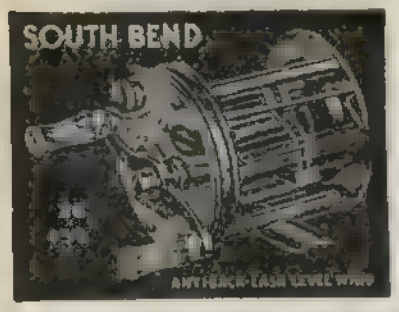
No. 750 Perfectoreno Reel



Frame is hard-chrome plated bearings and bushings, phosphor bronze; spiral, quadruple multiplying phosphor bronze gears; level-winding screw, nickel silver, chrome plated; crank mottled brown and white; spool, aluminum with cork arbor. Spool diameter, 1½ inches.

No.	Capacity	Wt. each	Each
750	100 yds.	7¾ ozs.	★$10.00

SOUTH BEND



Chromium plated brass reel. Level winding, anti-backlash phosphor bronze bearings and hard brass spiral gears. Mottled cream and brown handles, patented tension grip adjustment screw Quadruple multiplying.

No.	Capacity	Wt. each	Each
450	100 yds.	7½ ozs.	★$10.00

SOUTH BEND

Chromium plated brass reel Level winding anti-backlash. Phosphor bronze bearings and hard brass spiral gears. Patented tension grip adjustment screw. Nickel plated spool caps, mottled red and white handles. Quadruple multiplying.

No.	Capacity	Wt. each	Each
400	100 yds.	7¾ ozs.	★$9.00

Chromium plated steel frame. Level winding, anti-backlash. Hard brass bearings and spiral gears. Patented tension grip adjustment screw. White handles. Quadruple multiplying.

No.	Capacity	Wt. each	Each
300	125 yds.	7½ ozs.	★$6.75

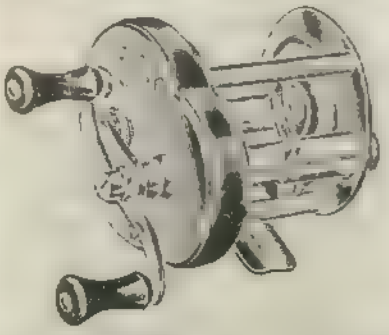
COXE

Model 95C

Featherweight level winding anti-backlash reel Made of anodized aluminum with new snap-on plastic arbor. Special spring tension spool bearing, adjustable to any weight lure.

No.	Capacity	Wt. each	Each
93C	100 yds.	5 ozs.	★$9.75

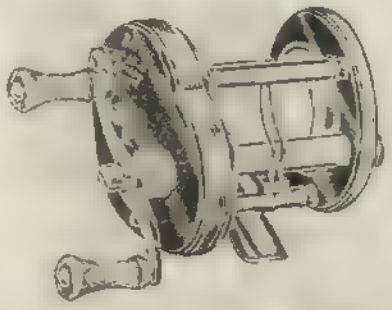
KALAMAZOO BALCLI SPECIAL



A level winding reel with two gears instead of the usual four. Crank is mounted on carriage screw, thus giving a direct drive for the carriage screw. Controlled spool speed side plates, chrome plated over nickel brass. Phosphor bronze bearings. Black plastic, bell shaped handles. Adjusted jeweled spool caps with adjustable drag on tail plate. Cork arbor supplied.

No.	Capacity	Wt each	Each
20	100 yds.	9¼ ozs	★$9.70

KALAMAZOO BALCLI DELUXE



A direct drive level winding reel. The drive gear is anchored to the extended line carriage screw and meshes directly with spool pinion. Made of strong aluminum alloy, circle finished and black anodized and stainless steel spool. New head end adjustable casting drag, patented oiling spool caps. Supplied with snap-on plastic arbor.

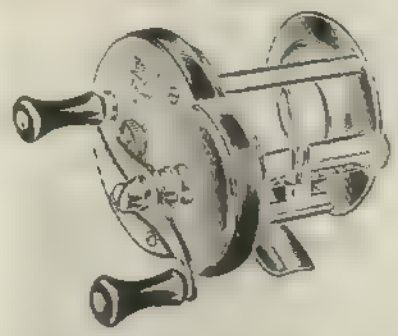
No.	Capacity	Wt. each	Each
30	100 yds.	7½ ozs.	★$20.00

No. 30A

Same as No. 30, except with aluminum spool in place of stainless steel spool

No.	Capacity	Wt. each	Each
30A	100 yds	7 ozs.	★$17.80

KALAMAZOO BALCLI THUMBLESS



A direct drive level winding reel with controlled spool speed, thereby offering a "Thumbless" model. Large oversize tail bearing and adjustable head and spool cap controls the speed. Nickel plated, chrome plated brass with black plastic head ring and black bell shaped handles to match. Phosphor bronze bearings. Removable plastic arbor

No.	Capacity	Wt. each	Each
23	100 yds.	8½ ozs.	★$10.00

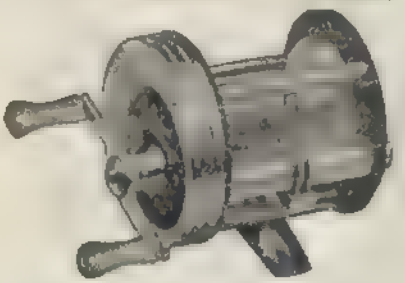
All above, one in a carton

★ Factory Suggested Resale Price

FISHING REELS

LEVEL WINDING CASTING

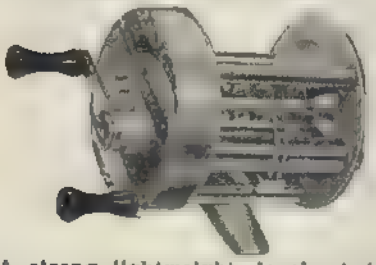
LANGLEY DELUXE LAKECAST



A medium priced level winding reel with ¾-inch featherweight Anti-Inertia spool that controls the cast, preventing drag and backlash. Gear box control for oiling and adjustments. Made of aluminum alloy with polished chrome finish on housing.

No.	Capacity	Wt. each	Each
370	100 yds.	6 ozs.	(F)$10.50

LANGLEY LAKECAST



A strong lightweight, level winding reel with ¾-inch featherweight Anti-Inertia spool that controls the cast, preventing drag and backlash. Gear box control for oiling and adjustments. Made of aluminum alloy, with gray alumilite finish.

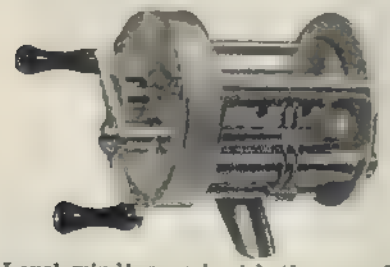
No.	Capacity	Wt. each	Each
350	100 yds.	6 ozs.	(F)$8.75

No. 352

Same as No. 350, but with ½-inch featherweight Anti-Inertia spool.

No	Capacity	Wt. each	Each
352	100 yds.	6 ozs.	(F)$8.75

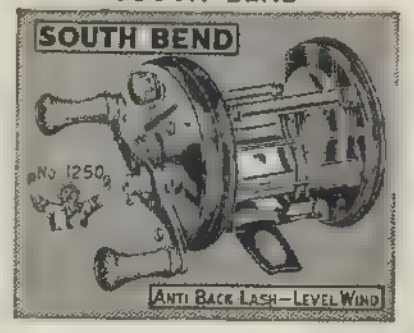
LANGLEY CASTRITE



Level winding reel with the new ¾-inch featherweight Anti-Inertia spool that controls the start and stop of the cast preventing drag and backlash. Gear box control allows easy access to gears. Made of aluminum alloy.

No.	Capacity	Wt. each	Each
380	100 yds.	5 ozs.	(F)$6.75

SOUTH BEND



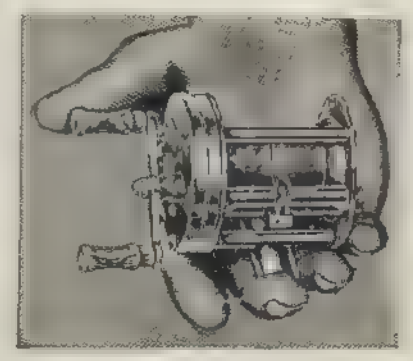
A superbly built, level wind, anti-backlash reel. Stainless steel end plates. Brown pearl plastic head ring. Three piece take down design. Hardened phosphor bronze gears. Nickel silver spool. Complete with cork arbor in a leather reel bag.

No.	Capacity	Wt. each	Each
1250	100 yds.	7¾ ozs.	★$25.00

Chrome plated brass frame, phosphor bronze bearings, quadruple multiplying gears. Easy to take down. Nickel silver ball wire, chrome plated. Thumbing and spooling are entirely eliminated. Satin finish with double grip

No.	Capacity	Wt. each	Each
1000	100 yds	9 ozs.	★$15.00

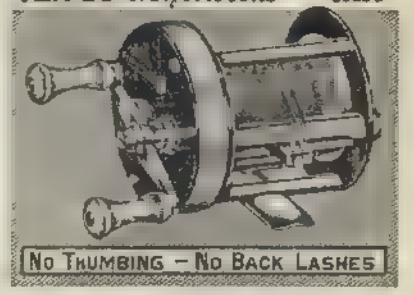
PERFECTORENO



Frame of nickel silver with chrome finish. Three piece take down construction, aluminum spool with plastic arbor. Quadruple multiplying level winding reel.

No.	Capacity	Wt. each	Each
775	50 yds.	7¾ ozs.	★$13.50

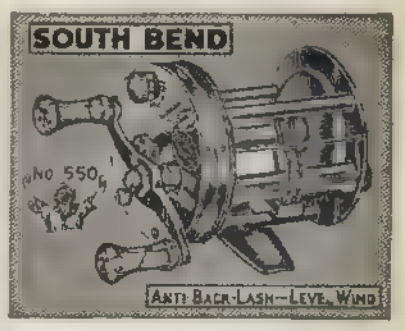
No. 760 Perfectoreno Reel



Anodized aluminum frame with insert plastic head cap of smoky pearl. A lightweight, level winding, quadruple multiplying reel with aluminum spool and cork arbor. Double grip balanced handle. Spool diameter, 1½ inches.

No.	Capacity	Wt. each	Each
760	50 yds.	6 ozs.	★$11.00

SOUTH BEND



Chrome plated brass reel with level wind, anti-backlash construction. Brown onyx head ring and mottled plastic bell-shaped grips. Three piece take down feature.

No.	Capacity	Wt. each	Each
550	100 yds.	7¾ ozs.	★$11.50

ORENO

A level winding reel for light tackle angling. Finished in anodized maroon and pearl plastic handles. Chrome plated metal parts. Adjustable drag. Three piece take down construction, quadruple multiplying. Solid cork arbor.

No.	Capacity	Wt. each	Each
608B	50 yds.	5½ ozs.	★$11.00

All above, one in a carton
(F) Fair Traded
★ Factory Suggested Resale Price

kamkap – house of the toy cash register

now brings you

the new, improved

StreamLined

1948 model . . .

#10 Aluminum and Red

#20 All Red

#30 Deluxe Poli-Aluminum

With So Many Extra Features . . . They MUST Register With Your Customers!

- All metal construction
- Lock and key cash drawer—ideal as bank.
- 6 cash drawer compartments.
- Bill section holds actual size bills.
- Exclusive unbreakable window permits lower shipping rates.
- Rubber bumpers prevent scratching
- New, modern exterior
- Improved sturdier mechanism.
- Rustproof
- No dangerous sharp edges.

Watch The Way They Register Sales In Your Toy Department!

In Production for Immediate Delivery.
F.O.B. Bristol, Penna

THE TOY SENSATION OF 1947 . . .
OUR SALES RECORD-BREAKING

TOY SODA FOUNTAIN

NOW AVAILABLE TO RETAIL FOR ONLY $2.98!

KAMKAP, INC. • 200 FIFTH AVENUE, NEW YORK

KAYSONS NOVELTY CO.

Big Line of 1¢ TO 25¢

SELLERS

OLD MAID GAME

10¢ RETAIL

19 Colored Picture Cards, 2⅜" x 3½"

3 Color Box, 5¼" x 6¾"
12 dozen to carton
Weight 28 lbs.

Jobbers! Check These Fast Sellers And Order Today

1¢ RETAIL

No. 311—Simplex Whistles
No. 312—Screamer Whistles

5¢ RETAIL

No. 5—Glass Marbles
No. 505—Pencil Sharpeners

15¢ RETAIL

No. 215—Ten Pins

25¢ RETAIL

No. 725—Tournament Yo Yos
No. 700—Bubble Pipe Sets
No. 701—Bingo
No. 702—Lotto
No. 703—Anagrams
No. 704—Tiddledy Winks
No. 705—Chinese Checkers
No. 710—Toymonica
No. 706—Money Bag Game

10¢ RETAIL

No. 310—Streamline Yo Yo Top
No. 310J—Streamline Yo Yo Tops
No. 570—Anagrams
No. 610—Lotto
No. 810—Bingo
No. 510—Tiddledy Winks
No. 910—Chinese Checkers
No. 240—Dolly Pins
No. 110J—Bubble Pipe Sets
No. 75—Bubble Pipe Sets
No. 190—Old Maid Game
No. 200—Bingo Chips
No. 410—Singing Thrush
No. 415—7/11 Dice (Toy Chains)
No. 10—Glass Marbles

BINGO GAME—10¢ RETAIL

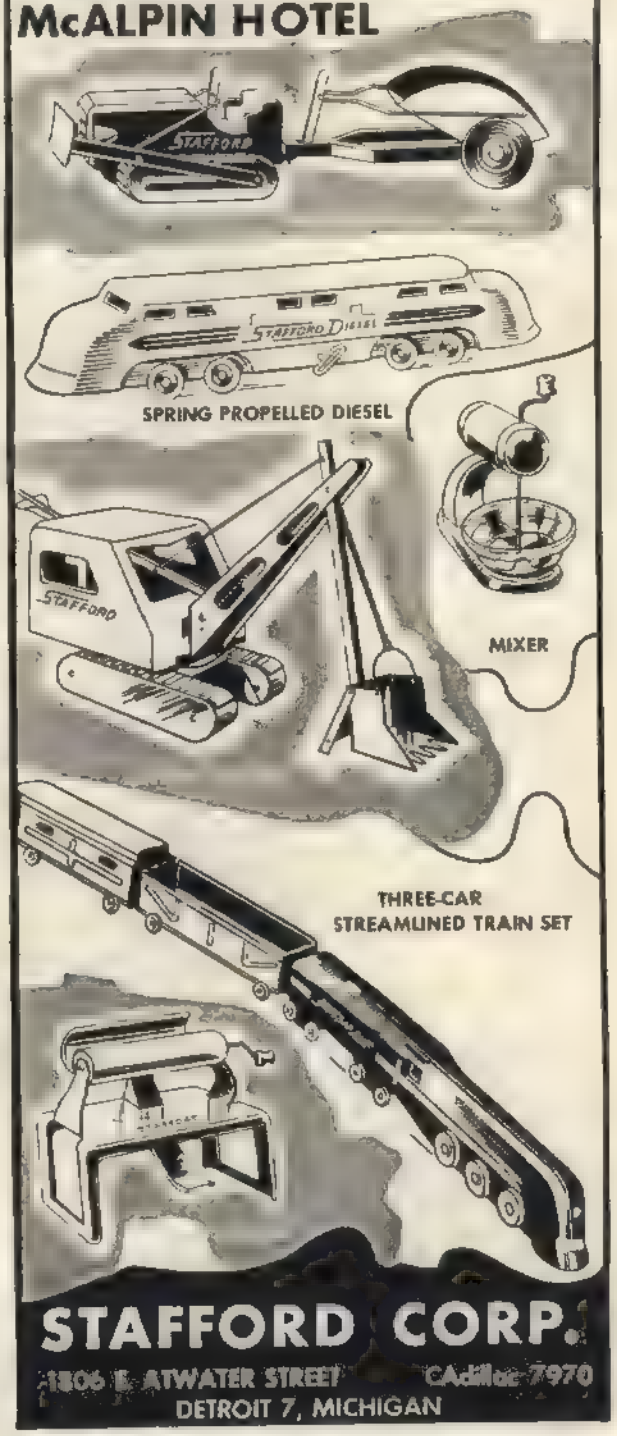
Contains 5 cards, 4¼" x 5½", die cut card containing 75 numbers. Plays calling numbers. Check Sheet and Instructions all made of cardboard. 3 Color Box, 5¾" x 8¼". 12 doz. to carton, weight 40 lbs.

KAYSONS NOVELTY CO.

311 Meserole Street (EV. 7-4380) Brooklyn, N. Y.

Fit STAFFORD into YOUR Picture!

SEE YOU AT ROOM 702 McALPIN HOTEL



STAFFORD CORP.

1306 E. ATWATER STREET CAdillac 7970
DETROIT 7, MICHIGAN

RIDE 'EM HEAVY
Reg. U. S. Pat. Off.

STEEL TOYS

MECHANICAL TOYS

MOVIE PROJECTORS

GAS STATIONS

DOLL HOUSES

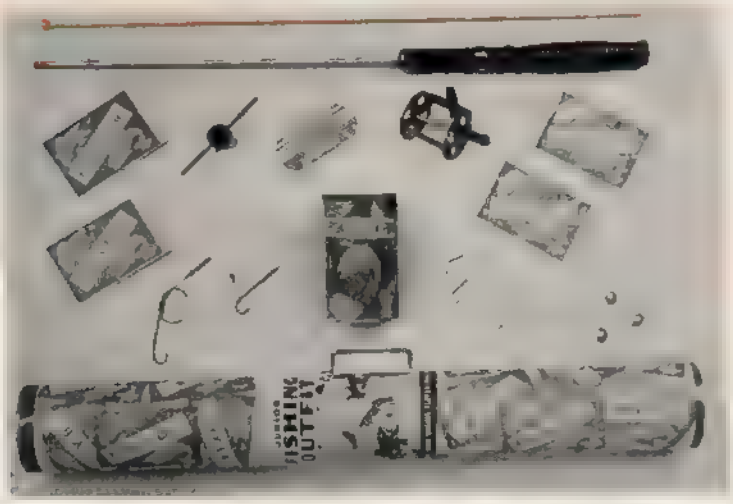
BOATS

NEW YORK SHOWROOM
200 FIFTH AVENUE

KEYSTONE

KEYSTONE MFG. COMPANY
151 HALLET STREET
BOSTON, MASS.

VALUES ON PARADE



No. 250—2-piece Steel Rod in handy case, $1.98 Retail.
Additional charge for Metal Case.

WE SPECIALIZE
IN
5c TO $1.00
TOYS AND NOVELTIES

ALL FISHING SETS HAVE
METAL RODS and REELS

No. 277—Jr. Police Set on card.
49¢ Retail.

SEE US
IN
ROOM 1066
HOTEL McALPIN
During the Toy Fair

No. 45—On attractive card. Retail 59¢.

No. 62—Handcuffs on card. 25¢ Retail.

WRITE
for
PRICES

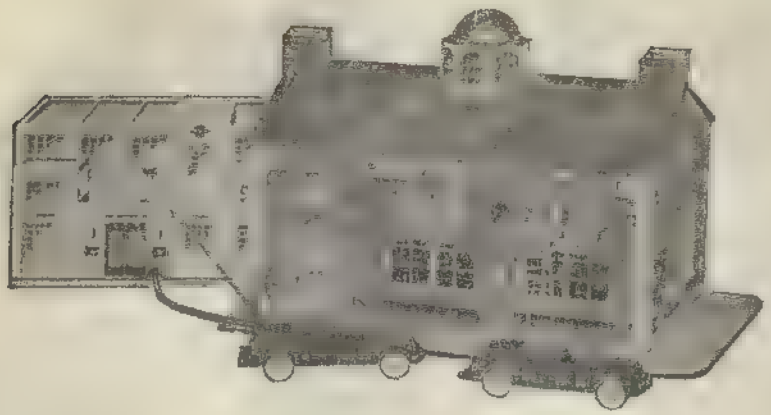
No. 276—Jr. Detective Set. 69¢ Retail.

HALE NASS CORPORATION

75-77 GRAND STREET NEW YORK 13, N. Y.

KEYSTONE METAL TOYS

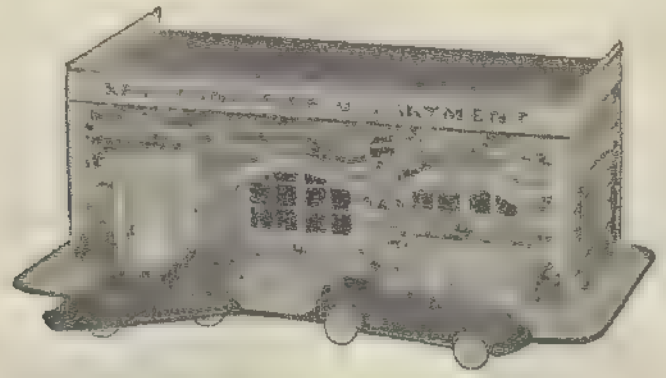
FIRE DEPARTMENTS



Fire station, 9x16 inches, and warehouse, 7x12 inches, both of colored masonite and wood. As crankhandle is turned, bell rings, doors open, and both plastic pump engine and plastic aerial ladder that extends and pivots, roll out from station. Warehouse is separate unit, and has water reservoir which pumps water back to hydrant. Packed complete in colored illustrated box.

No.	Weight each	Each
165	4 lbs.	$7.30

One in a carton



Masonite and wood in two-tone red brick design, 8x14 inches. Red plastic Chief car with "Chief" marking on side. Plastic aerial ladder truck with extension ladder that raises and pivots. Station house bell rings as crank located on side of house is turned, and doors raise for "Chief" car and ladder truck. Packed complete in colored illustrated box.

No.	Weight each	Each
162	3 lbs.	$4.40

One in a carton

EXTRA "PUMP AND LADDER" TRUCKS

No.	Weight per doz.	Per doz.
187	1 lb.	$16.80

One dozen in a carton

MECHANICAL CARS

EXPRESS TRUCK

Automatic coupling. Cab is equipped with spring motor and may be operated separately from trailer. Tailboard acts as ramp for loading. Small hand truck included with toy. Length, 20½ inches.

No.	Wt. per doz.	Per doz.
442	60 lbs.	$65.20

One in a box. Two dozen in a carton

AERIAL LADDER

Spring motor. When in motion, if truck bumps obstruction, ladder automatically unfolds and rises to height of 38 inches. Fireman climbs up and down by turning crank at base of ladder. Length, 24 inches.

No.	Wt. per doz.	Per doz.
446	60 lbs.	$65.20

One in a box. Two dozen in a carton

GREYHOUND BUS

Reproduction of modern passenger transport in heavy gauge steel, 18½-inch model. Detail nickeled trim. Hinged rear door for access to interior. Equipped with famous heavy spring motor.

No.	Wt. per doz.	Per doz.
482	43 lbs.	$62.00

One in a box. One dozen in a carton

ALUMINUM MODEL TOYS

REMOTE CONTROL FORD

Eight-inch scale model Ford, plastic body and metal chassis, chrome plated grille and bumpers, rubber tired wheels and 6-foot plastic remote control cable. Runs forward, backward, right or left, stops and starts by remote control cable. Available in gray, maroon, red, blue and ivory.

No.	Wt. per ctn.	Each
695	15 lbs.	(F)$6.95

One in a box. Twelve in a carton

MOTORIZED FORD

Eight-inch scale model, 4-door custom sedan. Plastic body, metal chassis, chrome grille and bumpers, polished metal windows, rubber tired wheels. Heavy duty key wind spring motor with free-wheeling gear. Available in gray, maroon, red, blue and ivory.

No.	Wt. per ctn.	Each
195	8 lbs.	(F)$1.95

One in a box. Twelve in a carton

MOTORIZED FORD TRACTOR

Nine-inch scale model tractor made of shock-resistant tenite, red with gray trim. Metal axles and tractor hitch. Lug-type oversize tires. Heavy duty motor with key-wind mechanism has free-wheeling overdrive feature.

No.	Wt. per ctn.	Each
295	25 lbs.	(F)$2.95

One in a box. Twelve in a carton

REMOTE CONTROL PLYMOUTH

Eight-inch scale model deluxe sedan. Tenite body, chrome plated bumpers and grille, shiny metal windows, and rubber tired disc wheels. Equipped with remote control electric motor, finger-tip battery power pack control, and 6-foot flexible control cable. Available in black, maroon, blue, gray, beige, green and red.

No.	Wt. per ctn.	Each
700	15 lbs.	(F)$6.95

One in a box Twelve in a carton

MOTORIZED PLYMOUTH

Eight-inch scale model deluxe sedan. Tenite body, chrome plated bumpers and grille, shiny metal windows, rubber tired disc wheels. Heavy duty key-wind spring motor with free-wheeling gear. Available in black, maroon, blue, gray, beige, green and red.

No.	Wt. per ctn.	Each
200	8 lbs.	(F)$1.95

One in a box. Twelve in a carton

(F) Fair Traded

TURNER TOYS

WHEELBARROW

Heavy gauge steel body size 11½x15 inches. Front wheel 6¾-inch double disc type with ½-inch rubber tires. Finished in a color combination of marigold and black. Length overall, 32 inches.

No.	Wt. per doz.	Per doz.
200	61 lbs.	$55.20

One dozen in a carton

KILGORE ANNOUNCES

THE BOBCAT and HAWKEYE

50-SHOT REPEATERS

The Bobcat and Hawkeye are designed to help fulfill young dreams of action and adventure. Beautiful fine-line "engraving" and action-stirring names make a sales appeal combination youngsters can't resist. Pocket-size — both models are 4¾" long. No. 5 Bobcat has plastic grips, No. 4 Hawkeye checked metal grips. Feeding mechanism features a 6-point star wheel geared to mesh perfectly with perforations in Kilgore No. 150 Roll Caps. Hammer hits dead center on every cap. Quick, easy loading . . . smooth action . . . trigger pulls as easy as a pup wags his tail. Individually packed in 2-color boxes.

WRITE FOR NAME OF NEAREST JOBBER

Hawkeye is same size as Bobcat — has same mechanism. Grips are checked metal.

No. 4

No. 5

ACTUAL SIZE

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO U.S.A.

The Newest Thing In Toys ! ! ! !

Kelon LIQUID PLASTIC KIT

This 16-piece kit is the hottest toy on the market. Molds toys and gifts from real, crystal clear plastic. Sells to boys, girls and hobbyists, no age limit.

Safe—Fascinating—Educational

Retail Price

Senior Kit...$3.95 Junior Kit...$2.29

MADE BY

PITTSBURGH FABRIC PRODUCTS CO.

PITTSBURGH 6, PENNSYLVANIA

Place Orders Now with Nearest Sales Representative for Immediate Delivery

General Sales Rep.
STRAUB & CAMPBELL
2618 Grant Building
Pittsburgh, Penna.

Southeastern
NELSON E. McFADDEN
P. O. Box 2254
Miami, Florida

Southwestern
ALLIED SALES CO.
4334 Bluff View Blvd.
Dallas 9, Texas

West Coast
JOSEPH DeFRANCO
801 Devon St.
Los Angeles 24, Calif.

DEPT. 6

HUNTING KNIVES

KINSFOLK

Full mirror finish, high carbon steel blade. Leather handle with red and black discs at each end. Polished steel guard with aluminum butt. Length overall, 8½ inches

No.	Blade length	Wt. each	Per doz
330	3½ in.	4 oz.	$44.00
	4 in.	4½ oz.	48.00
	4½ in.	5 oz.	54.00

One-half dozen in a carton

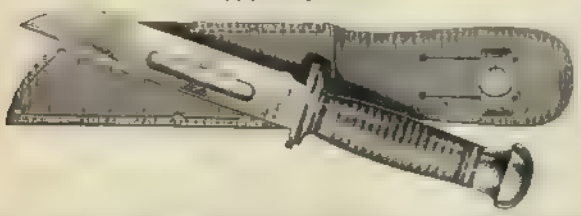
ROBESON

Full mirror finished high carbon steel blade. Handle of leather interspaced with black and red fibre. Nickel silver bolster guard and cast aluminum butt. Genuine leather sheath. Length overall, 10 inches.

No.	Blade length	Wt. each	Per doz
20	5 in.	9 oz.	$50.40

One-twelfth dozen in a box

ROBESON



Full mirror finished high carbon steel blade. Handle of leather, interspaced with red and black fibre. Nickel silver bolster guard and cast aluminum butt, blood groove. Genuine leather sheath. Length overall, 11 inches.

No.	Blade length	Wt. each	Per doz.
21	6 in.	9 oz.	$64.50

One-twelfth dozen in a box

Full mirror finish, high carbon steel blade. Leather handle with red and black fibre at each end. Polished steel guard and butt. Genuine leather sheath. Length overall, 7¾ inches

No.	Blade length	Wt. each	Per doz
1	3½ in.	6 oz.	$40.00

One-twelfth dozen in a box

SCHRADE

Safety push button knives. One large clip blade. Steel lined with steel bolsters. Stag handle

No.	Length	Wt. per ctn.	Per doz.
11000	4⅞ in.	1¾ lbs.	$72.00

One-half dozen in a box

KINSFOLK

Slim streamlined saber blade. Yellow marblette handle, with colored washer and brass trim at end and center. Curved aluminum knob. Length overall, 8¼ inches. Complete with leather holder.

No.	Blade length	Wt. each	Per doz
Y-330	4½ in.	4½ oz.	$48.00

One-half dozen in a carton

SPORTMASTER

One large clip blade with saw tooth back for fish scaling. Brass lined. Fitted with locking part to hold blade firm when open.

No.	Length	Wt. per doz.	Per doz.
JM900	5 in.	2½ lbs.	$14.50

One dozen on a display card

UTICA "KUTMASTER"

Made of heavy gauge steel, full ground, tempered, crocus polish. Full length tang with two brass rivets. Genuine brown bone handle. Length overall 8¾ inches. Leather sheath with snap button

No.	Blade length	Wt. each	Per doz
H-266	4½ in.	6 oz.	$20.40

One-half dozen in a box

PAL

Full mirror finished high carbon steel blade. Leather handle with red and black fibre discs at each end. Nickel silver guard and aluminum butt. Genuine leather sheath. Scout pattern.

No.	Blade length	Wt. each	Per doz
RH-51	4 in.	4 oz.	$24.00
RH-50	4½ in.	7 oz.	24.00

One-half dozen in a carton

MATCH BOXES

EVER-DRY

New rustproof, waterproof metal match box, with screw top. Fitted with loop for belt attachment.

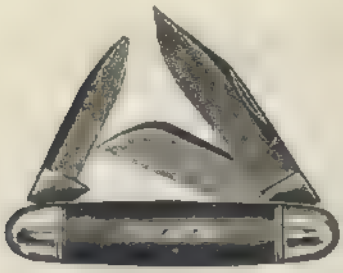
No.	Wt. per doz	Per doz.
1113	1½ lbs.	$6.50

One dozen on a display card

ROBESON "Silver Edge" POCKET KNIVES

Stag handle. Full mirror finish blades. Nickel silver lining and bolsters. Large clip, spey and sheepfoot blade.

No.	Length	Wt. per doz	Per doz.
633594	3 7/8 in.	2 1/4 lbs. . . .	$57.60



Three blade Cattle Knife. Black pyralin handle, brass lining with nickel silver cap and bolster. Carpenters special with large clip, sheepfoot and special point blade

No.	Length	Wt. per doz.	Per doz
132433	3 5/8 in	2 1/2 lbs	. . .$57.60

Stag handle. Nickel silver lining and bolsters. Full mirror finished blades. Large clip, spey and sheepfoot blade.

No.	Length	Wt. per doz.	Per doz
633728	3 5/8 in.	1 1/4 lbs.	$50.40

Stag handle. Full mirror finished blades. Nickel silver lining and bolsters. Long lance, spey and pen blade.

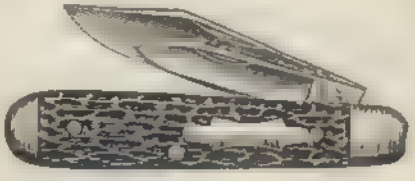
No.	Length	Wt. per doz.	Per doz
633884	3 5/8 in.	1 3/4 lbs	.$50.40

Stag handle. Full mirror finished blades. Brass lining with nickel bolsters. Large spear, small spey and pen blade.

No.	Length	Wt. per doz.	Per doz.
632319	3 in.	1 lb . . .	$39.60

Two blade Jack Knife, stag handle with nickel silver lining, cap and bolster. Large clip blade and pen blade.

No.	Length	Wt. per doz	Per doz.
623480	3 1/4 in.	1 1/2 lbs	$36.00



Two blade Jack Knife. Stag handle, brass lined with nickel silver cap and bolster Large clip and pen blade.

No.	Length	Wt. per doz	Per doz.
622056	3 5/8 in.	2 1/2 lbs. . .	$36.00

Stag handle. Full mirror finished blades. Brass lining with nickel bolsters. Large clip and pen blade.

No.	Length	Wt. per doz	Per doz.
622730	3 1/2 in	2 lbs . .	. .$32.40

Two blade, Pen Knife. Stag handle, brass lining, with nickel silver cap and bolster.

No.	Length	Wt. per doz.	Per doz.
622319	3 in.	3/4 lb.	$32.40

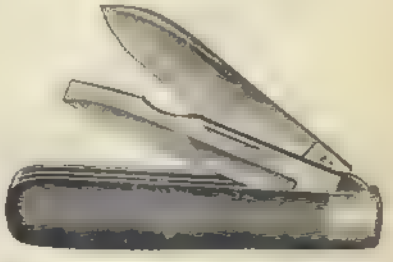
All above, one-half dozen in a box

Stag handle. Full mirror finished blades. Brass lining with nickel silver bolster. Large clip and pen blade.

No.	Length	Wt. per doz.	Per doz.
626636	3 5/8 in.	1 3/4 lbs.	$28.80

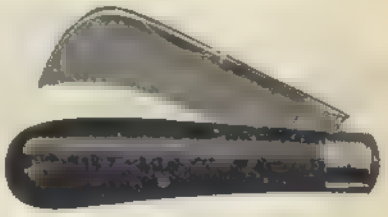
Two blade Pen Knife. Stag handle, brass lining, nickel silver cap and bolster.

No.	Length	Wt. per doz	Per doz.
622064	2 3/4 in	10 oz	$28.80



Two blade Electrician's Knife. Rosewood handle, brass lined and nickel silver cap. Large spear blade and screw driver blade with special wire scraping edge and special locking device to lock blade

No.	Length	Wt. per doz.	Per doz.
222030	3 1/2 in.	2 1/2 lbs.	$36.00



Rosewood handle, pruning knife. Full mirror finished blade. Steel lining with nickel silver bolster. One large pruning blade.

No.	Length	Wt. per doz.	Per doz.
211007	4 in.	2 1/4 lbs.	$28.80

Authentic DICK TRACY TOMMY GUN

Check These
EXCLUSIVE FEATURES:

- Fire Red Flash Action
- Flash-Lite Beam
- Realistically Styled to Look Like Genuine Police TOMMY GUN
- Regulated Automatic Repeater Action
- All Heavy Cast Aluminum; Precision Detailed; Copper Alloy Hardened
- Real Gun-Metal Finish
- Complete with Police-Type Shoulder Strap
- Boxed in New Colorful Dick Tracy Carton
- 20 Million Pages of Tommy Gun Advertising Have Appeared from Coast to Coast

$3.98 RETAIL SELLING PRICE MAINTAINED

IMMEDIATE DELIVERY

Usual Trade Discounts to Dealers, Department Stores and Jobbers.

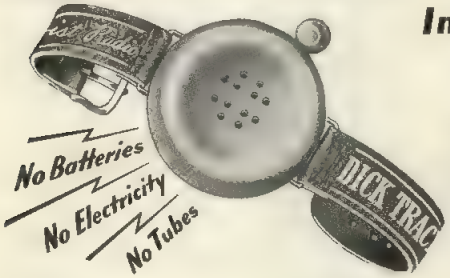
CASH IN ON THE WORLD-WIDE FAME OF DICK TRACY, AMERICA'S FAVORITE DETECTIVE!

Here are two sure-fire toys that every boy in America wants, and every adult is more than willing to buy! Because these are real "law and order" toys, their popularity is universal. Here's a gun that looks and sounds like the real thing, but is absolutely harmless. And the Wrist Radio *actually works!* A child can actually transmit his voice over short distances and receive regular broadcasts up to 50 miles away! Both nationally advertised, thousands and thousands of these Tommy Guns and Wrist Radios have been sold. Here's your chance to clean up selling thousands more.

PRICED FOR BIG VOLUME AND LONG PROFITS

Genuine DICK TRACY WRIST RADIO

Immediate Delivery



$3.98 RETAIL SELLING PRICE MAINTAINED

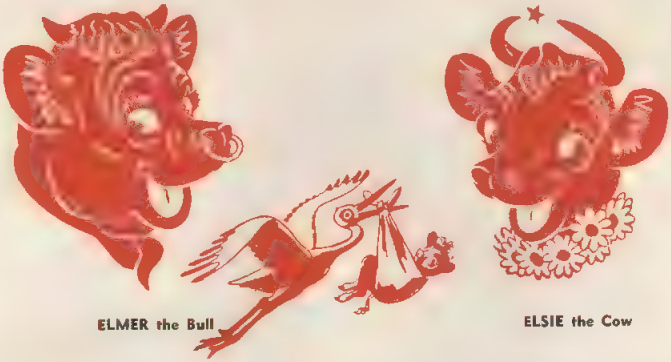
Usual Trade Discounts to Dealers, Department Stores and Jobbers.

- Price includes Aerial and Ground connector wires
- Wear it like a watch; listen in like a radio
- Scientifically engineered, solidly built
- No batteries, no electricity, no tubes.

ORDER TODAY

KISCO PRODUCTS, INC.

180 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS



"WHAT DO THEY WANT TO STUFF MY BABY FOR?"

growled ELMER the bull

"No, no dear," said ELSIE the cow, hastily. "They aren't thinking of stuffing little BEAUREGARD. It's to be a doll, a toy, a plaything for millions of little boys and girls everywhere. A cuddly BEAUREGARD doll with cute little ears and nose and his color all over to blend with his baby brown eyes."

"Don't you let them make him stuffy," roared ELMER. "My baby is born to a tradition, his father's tradition, from a long line of fine bull craftsmen, that's what we were . . ."

"Know how, that's what I want," bellowed ELMER. "I want to see if those people know how to make my baby look like me. That, woman, will give him sales appeal the like of which you have never—— Yes, dear, *sales* appeal, I said. *SALES!* Ask them how soon they'll be in production."

See the Complete 1948 line of

KNICKERBOCKER STUFFED TOYS

Including "SLEEPY HEADS" Miniatures,
and other novelties

AT OUR NEW AND LARGER SHOWROOMS

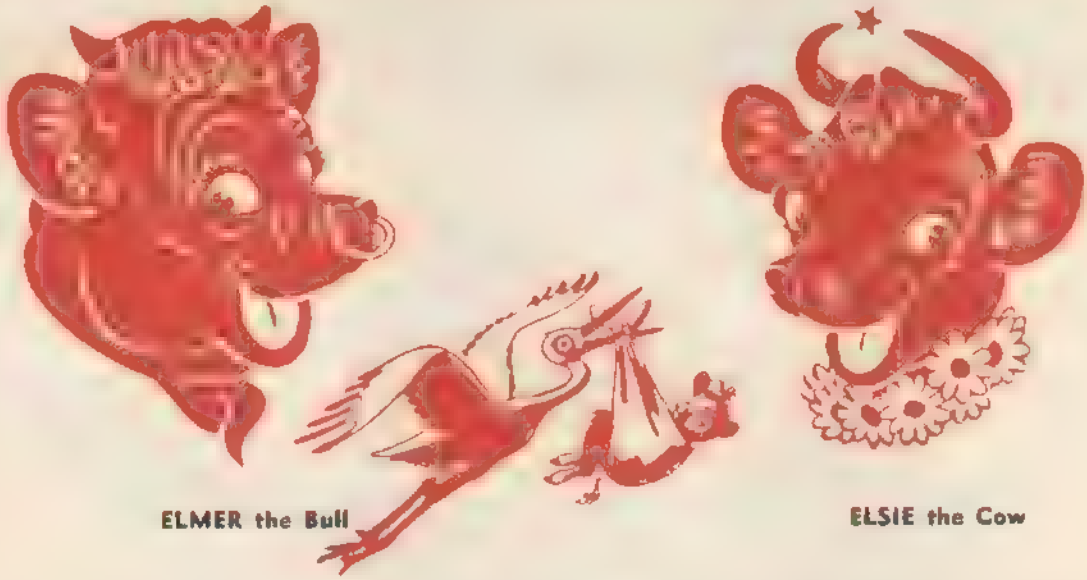
ROOMS 302-304—1107 BROADWAY

Corner 24th Street, New York, N. Y.

KNICKERBOCKER TOY COMPANY, Inc.

America's Premier Line of Stuffed Toys

1107 BROADWAY (Note the New Address) NEW YORK 10, N. Y.



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growled ELMER the bull

"No, no dear," said ELSIE the cow, hastily. "They aren't thinking of stuffing little BEAUREGARD. It's to be a doll, a toy, a plaything for millions of little boys and girls everywhere. A cuddly BEAUREGARD doll with cute little ears and nose and his color all over to blend with his baby brown eyes."

"Don't you let them make him stuffy," roared ELMER. "My baby is born to a tradition, his father's tradition, from a long line of fine bull craftsmen, that's what we were . . ."

"Know how, that's what I want," bellowed ELMER. "I want to see if those people know how to make my baby look like me. That, woman, will give him sales appeal the like of which you have never—— Yes, dear, *sales* appeal, I said. *SALES!* Ask them how soon they'll be in production."

See the Complete 1948 line of

KNICKERBOCKER STUFFED TOYS

Including "SLEEPY HEADS" Miniatures,
and other novelties

AT OUR NEW AND LARGER SHOWROOMS

ROOMS 302-304—1107 BROADWAY

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KNICKERBOCKER TOY COMPANY, Inc.

America's Premier Line of Stuffed Toys

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Names that Mean PROFESSIONAL QUALITY in

SCIENCE TOYS

SELL THIS COMPLETE, PROFITABLE TOY LINE

These attractive, high quality Science Toys answer a growing demand for sets that combine exciting fun with practical education. They are simple and SAFE ...no poisonous or explosive material used. The equipment and materials are standard, professional quality, products of a company that has manufactured precision laboratory equipment for 40 years. The Chem-Pak and Micro-Pak cases make handsome displays that have eye and sales appeal.

No. 15 CHEM-PAK contains 42 bottles of chemicals, necessary beakers, flasks, test tubes, other accessories and 100-page illustrated instruction manual, all in a handsome 3-shelf metal case. Retail price $15.00. Other smaller Chem-Paks: No. 10—$10.00, No. 6—$6.95, No. 3½—$3.95, No. 1½—$1.95.

No. 510 Milvay MICRO-PAK is a De Luxe set; contains generous assortment of equipment for many experiments, including modern, well-designed microscope and instruction manual. Sturdy metal cabinet. Retail price $10.95. No. 508 Milvay Micro-Pak, slightly smaller than No. 510, contains the same precision-built microscope. Sturdy metal cabinet. Price $8.50.

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Visit us in
Room 608, McAlpin Hotel
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MANUFACTURERS OF PRECISE SCIENTIFIC EQUIPMENT SINCE 1908
ALL SCIENCE TOY SHIPMENTS FROM OUR MANUFACTURING DIVISION, POLO, ILLINOIS

6. Leadbeater's Cockatoo. *(Cacatua Leadbeateri)*

WATCHES FOR THE SPORTSMAN

For more than half a century Lemania has met the most rigid requirements for accuracy and dependability. During the war, tens of thousands of Lemania precision instruments were used by the allied Navies, Armies and Air Forces under all conditions in every climate. And in peacetime the Lemania Chronograph and the Lemania Stop Watch have been recruited for split second timing in international sports events and for precise time-study analysis

LEMANIA Chronographs and Stop Watches are World Famous For Accuracy

LEMANIA STOP WATCH

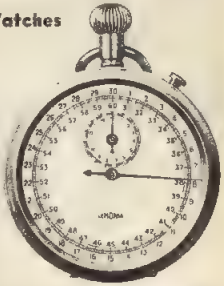
This stop watch has a 30 second dial with 1/10 second divisions and a second set of numbers from 31 to 60, with 15 minute recorder Crown starts, stops, and resumes motion of hands. Time out, with crown. Button permanently resets hands to zero when they are halted Fly back action when hands are in motion. 7 jewels Nickle chrome plated case, unbreakable crystal Ideal for foot ball, basketball, racing and industry

No. 13-406: LIST 27 50
Dealer's, each, 18.75
Less 2%, Net **13⁴⁸**
(Stop watch Not Taxable)

LEMANIA CHRONOGRAPH

Has a 60 second dial with 1/5 second divisions, 12 hour division for ordinary time. Available with decimal division track dividing 60 seconds into 100 parts. 30 minute recorder Upper button starts, stops and resumes motion of sweep and recorder hands. Lower button permanently resets sweep and recorder hands to zero when they are halted 17 jewels. Stainless steel case, unbreakable crystal.

No. 13-128: LIST 90.00 tax incl.
Dealer's, each, 37.50
Less 2%, Net **36⁷⁵**
(Subject to Fed Ex. Tax)



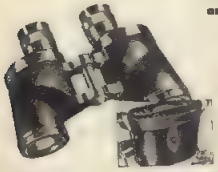
BINOCULARS, SPORT & FIELD GLASSES

UNIVERSAL

6x30 PRISMATIC BINOCULARS

WITH COATED OPTICS

Complete with Carrying Case and Neck and Shoulder Straps



Same model as used by the Armed Forces. Brings into close-up clearness entire scene 435 ft. wide at 1000 yds. Individual eye-piece focusing. Light weight aluminum body, Vinylite covered Includes carrying case, neck and shoulder straps.

No. 18-B: List 85 00
Dealer's, Ea., 50.50
Less 2%, Net **58³⁰**

AIRGUIDE 5-POWER FIELD GLASS

WITH 40MM ACHROMATIC LENSES

Complete with Leather Case, Neck and Shoulder Straps

This rugged but light weight, 5 power glass is equally useful for spotting game, watching sports events or getting close ups of famous people. The 40MM achromatic lenses afford sharp definition, a wide field of vision and brilliant illumination. Light touch focusing mechanism. Bakelite eye-pieces and black leather barrels in contrast with polished chrome tubes.

No. 18-47A: LIST 24 00 Dlr's.
Ea. 14.10. Less 2%. Net . . **14¹¹**

Trojan 2½-POWER SPORT GLASS

Complete with Leatherette Carrying Case

30MM MATCHED LENSES

Vest pocket size, compact design Precision ground lenses — 2½ power achromatic gives sharp definition and large field of vision, free from artificial coloring. Metal frame with black or brown finish Leatherette on barrels.

No. 18-31: List 3.60
Dealer's, Each, 2.10
Less 2%, Net **2⁰⁶**

Trojan 4-POWER FIELD GLASS

Complete with Leatherette Carrying Case

40MM OPTICALLY GROUND LENSES

Smooth and smart in design, precision built, 4-power glass with color-free illumination. Instant, accurate adjustment to the user's eyes. 40MM optically ground lenses, smooth focusing and sturdy construction throughout. Leather carrying case.

No. 18-38: LIST 9 00
Dealer's, each, 5.40
Less 2%, Net **5²⁹**

Trojan 3-POWER FIELD GLASS

Complete with Leatherette Carrying Case and Carrying Strap

Business like appearance, efficient, dependable performance. Die cast frame, instant easy focusing, wide three power vision. Smoothly working focusing mechanism. Finished in black enamel with leatherette barrels.

No. 18-39: List 5.00
Dlr's. Ea., 3.00
Less 2%. Net **2⁹⁴**

Trojan 5-POWER SPY GLASS

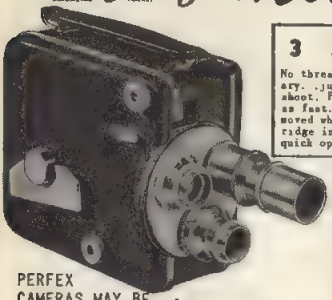
Complete with Leatherette Carrying Case

For a compact, light weight, 5-power spy glass this TROJAN model cannot be equalled for the price. It is ideal for touring, hiking and spotting wild life. Its finely ground lenses, smooth extending and retracting action, black bakelite barrel and tubes make it at once a useful and attractive gift. Length extended 8¼ inches, closed 4¾ inches. Weight 2 ozs. Comes with leatherette case.

No. 18-3: List 1.25
Dlr's. Ea., 75c
Less 2%, Net . . . . . **73¢**

BINOCULARS, FIELD GLASS, AND SPORT GLASS SUBJECT TO 20% FEDERAL EXCISE TAX

CINÉ-Perfex DOUBLE 8 MAGAZINE TURRET Movie Camera



PERFEX CAMERAS MAY BE ASSORTED FOR QUANTITY PRICES

3 SECOND LOADING

No threading of film and forming of loops is necessary. Just slip the film cartridge in the camera and shoot. Reversing magazine is just as easy and just as fast. Black and white film cartridge may be removed when only partly exposed and color film cartridge inserted, or vice versa, all in one simple, quick operation.

- USES 8mm MAGAZINE FILM
- REVOLVING 3-LENS TURRET
- F:2.5 or F:1.9 LENS
- AUTOMATIC WINDOW-OPENER

No.5X-P88-19. With F:1.9 lens. LIST 135.50.
Dealer's, each, 93.78.
Lots of 6, each, 86.31.
Less 2%, Net..... 84.58
Excise Tax Included on above prices.

The Cine Perfex Double 8 offers all of the desired features that amateur movie makers look for. Magazine loading assures the operator that EVERY SCENE can be shot...only 3 seconds to reload...no darkroom required. Change from color to black and white; from day light to Type A flood light without losing a single frame. Exclusive with Perfex 8 is the AUTOMATIC WINDOW-OPENER that automatically opens the magazine window when camera door is locked...no chance of shooting with a closed magazine. To operate, read correct exposure from built-in exposure guide, set lens, sight subject through view finder and expose. Revolving 3 lens turret permits wide variety of exposure.. interspersed telephoto with normal or wide angle scenes. Finder masks built for normal ½, 1, and 1½ in. telephoto lens. Equipped with 12½mm F:2.5 coated Wollensak universal focus lens.

No.5X-P88. LIST PRICE 99.50.
Dealer's, each, 69.17.
Lots of 6, each, 63.00.
Less 2%, Net..... 61.74
Excise Tax Included on above prices.

Perfex 35mm CAMERA WITH COUPLED RANGE FINDER

- COUPLED RANGE FINDER
- F:4.5 or F:3.5 LENS
- WOLLENSAK PRECISION SHUTTER
- SET EXPOSURE COUNTER
- 1/25 TO 1/150 SHUTTER SPEED WITH "T" AND "B"

No.5X-P102. With F:3.5 lens. LIST 49.99.
Dealer's, each, 33.34.
Lots of 6, each, 30.00.
Less 2%, Net..... 29.40
Excise Tax Included on above prices.

The Perfex "101" has been designed to satisfy the most discriminating amateur photographer. The coupled range finder uses the split image principle. The press film release is a safety device that prevents double exposure. Has F:4.5 Wollensak coated lens. Uses 35mm black and white or color film. LIST PRICE 39.99.
No.5X-P101. Dealer's, each, 27.77. Lots of 6, each, 25.33. Less 2%, Net..... 24.82
Excise Tax Included on above prices.

Cinklox 16mm Movie Camera

- DIE CAST ALUMINUM CASE
- F:2.5 or F:1.9 WOLLENSAK COATED LENS
- 3 OPERATING SPEEDS
- BLACK AND WHITE OR COLOR FILM
- FOOL-PROOF WORKING PARTS

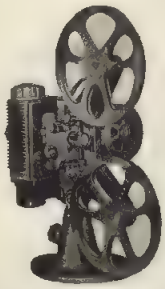
Compact--simple--rugged, yet precision made...that's the 16mm Cinklox. Uses 50 or 100 feet of black and white or color film. Die cast aluminum case and cover...stronger, lighter, longer lasting alignment of moving parts. Easy, fast threading. Powerful spring motor. Tripod mount. 3 operating speeds. Interchangeable f2.5 Wollensak coated lens...color corrected...sun shaded. Lock-on starting button. Direct view finder accommodates 3-in. telephoto lens. Visual footage indicator. Complete with adjustable leather carrying strap. LIST PRICE 76.15.
No.5X-16-3S. Dealer's, each, 57.11. Less 2%, Net..... 55.97

No.5X-16-3819. With F:1.9 lens. LIST 117.24.
Dealer's, each, 87.93. Less 2%, Net..... 86.17

No.5X-16-3SCC. Genuine Leather Carrying Case. LIST 10.95.
Dealer's, each, 8.21. Less 2%, Net..... 8.05
Federal Excise Tax Included on above prices.

UNIVERSAL Cinématic

750-WATT 8MM MOVIE PROJECTOR



- COMPLETELY GEARED-- NO CHAINS OR BELTS
- 400-FOOT REEL CAPACITY
- FORWARD, REVERSE, AND REWIND CONTROLS
- SPEED CONTROL
- F:1.6 COATED LENS
- PILOT LIGHT FOR LOADING
- TILTING KNOB

FULLY GEAR DRIVEN--No chains or sprag belts...one important feature home movie fans demand in a quality projector. Other features include...All-metal die-cast construction; f1.6 Superlux Coated Universal lens--1-in. focal length; 400-ft. reel capacity; 8mm. 750-watt projection; speed control; gate knob and automatic pilot light for easy loading; removable condenser; forward, reverse, and rewind geared controls; tilting knob on base; carrying handle.
No.5X-PA-750. LIST PRICE 135.00.
Dealer's, each, 90.00. Lots of 3, each, 87.75.
Lots of 6, each, 84.38. Less 2%, Net..... 82.68
Federal Excise Tax Included in above prices.

1. Lesser Bird of Paradise. *(Paradisea Papuana)*

4. Lesser Superb Bird of Paradise. *(Lophorina minor)*

KILL FLIES! GET MORE MILK! BEEF!

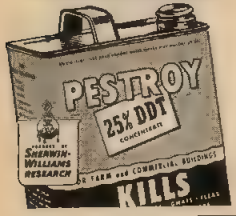
SPRAY LIVESTOCK, BARNS WITH

PESTROY

25% DDT

WATER MIXABLE SPRAY

—IT'S CONCENTRATED!



ONLY 3 OR 4 PESTROY DDT SPRAYINGS will protect your livestock from profit-killing insects for the entire fly season!

TESTS PROVE PESTROY DDT treated cattle gain up to *50 extra pounds of beef* per year, cows give up to *20% more milk!*

PESTROY IS SAFE! Will not injure animal hide. Non-inflammable when mixed as directed. Read U.S.D.A. bulletin E714, March, 1947!

EASIER-TO-USE FORM OF DDT! PESTROY is used easily in a simple hand pump-up sprayer. Won't cake or clog.

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FORAGE HARVESTER

Thousands in use are saving time, man power, crops, and money. Built the sturdy Gehl way by specialists in fine forage machinery for 89 years.

Picks up and chops windrowed **dry hay, grass silage, combined straw**—drops it into wagon. Attachment available for **corn and cane.** Separate blower elevates forage to silo or mow. **One man** can operate it a light tractor pulls it. Has the regular Gehl cutting mechanism, famous for **fast, clean cutting.** WRITE today for literature and name of nearest dealer.

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We also manufacture Hay Chopper Silo Fillers, Hammer Mills, and Portable Truck-Mounted Mills.

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ZIPPO for Outdoor Men

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Initials $1.00 extra

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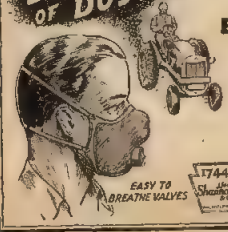
ZIPPO MFG. CO. Dept. LF Bradford, Pa.

ZIPPO Windproof LIGHTER

ALSO DEMAND ZIPPO FLINTS AND FLUID



PROTECT YOUR NOSE & THROAT!

STOP SNEEZING & COUGHING

WHEN WORKING DRY FIELDS, SPRAYING AND CROP DUSTING

BRAND NEW U. S. ARMY

EASY BREATHING

DUST MASK

AIDS IN PREVENTING INFECTIONS

(ASK THE G. I. WHO WORE ONE)

Light weight construction with felt filter & easy breathing valves. Self contained, easily washed. Adjustable for men, women or children.

$2.00 VALUE FOR ONLY **55c** 2 FOR $1.00 12 FOR $5.00 PARCEL POST PREPAID

SEND CHECK OR M.O.—NO C.O.D.

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The oldest equipment house in Phila.

FARM JOURNAL BOYS

charge him, and if you can out-run him, put the ball on him. If you can't catch him, bluff once before you throw—sometimes it will slow him down enough so that you can tag him.

No matter what the play, if there's no chance to get your man it's better to hang onto the ball. Dressen tells about a play that emphasizes this.

In this case there were runners on first and second, and one out. The second baseman and shortstop were doing a little teamwork. The batter was a left-field hitter, so the second baseman was guarding second base, and the shortstop was well over to his left.

Sure enough, the batter banged out a hot grounder to short, and the second baseman raced for second. But his speed carried him over the bag as he took the throw, and he stumbled as he put on the brakes to pivot and throw.

By that time the batter was steaming right up to first—no use to throw. The second baseman would be better off to throw to third, as he was facing that way. But he had that original play fixed in his mind. So he made a hurried throw to first—the ball went wild, and the runner rounding third scored. Had the second baseman simply hung onto that ball, he would have saved a score.

Yankee infielders play for every emergency you can think of. If it's the ninth inning, two out and a man on first, you'll see both the first and third basemen practically on the foul lines. They know that the worst thing that could happen would be one of those hard baseline drives that can score a man from first. So they crowd the foul lines. If the ball goes inside, they know it won't likely go for more than a single.

It's one of baseball's greatest thrills to see a good infield in action. That smooth work comes from practice. Hours of fielding the ball, in practicing footwork, throwing, thinking out plays.

Play the infield Yankee-style, and watch your own team begin to win

He doesn't take time to straighten up; just whips the ball hard across his shoe laces to the first baseman. But you have to be good to do this.

tion to make a quick pivot and throw.

Practice these three points until you do them without thinking, and you'll soon see how you've improved.

Now here are Dressen's rules on footwork: If a grounder is to your right, slide to meet it. *Don't run, don't cross your legs.* By sliding you're in position to throw, and it keeps you from tripping.

If the ball is hit to your left, run to meet it—*don't slide.* Why run instead of slide? Running to the left helps you bend over to reach the ball, and it faces you toward first where you throw most.

If the grounder is head on, come in to meet it. The infielder who waits gives the runner a chance to beat the throw.

And how about throwing? There are some tricks to that, too. The second a grounder plunks into Dressen's glove, he's turning it around to get his fingers across a seam. And as you watch him, he seems to field the ball and bring his arms back across his right side in one motion.

All Yankee infielders have that same time-saving rhythmic gracefulness. They carry their arms back and whip that ball to first in one sweep—underhand if there's no time to spare, overhand if there's time.

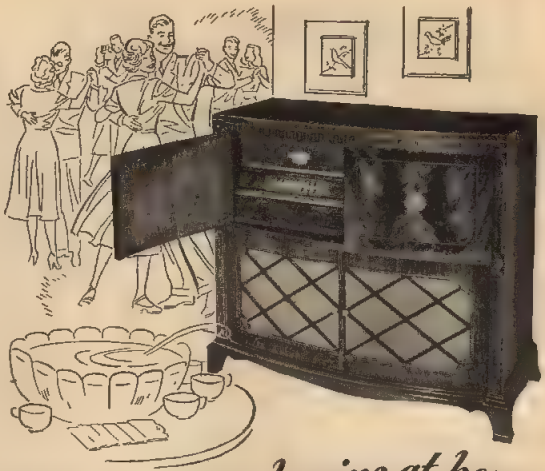
For the third baseman the hardest throw of all is fielding a bunt. He must scoop the ball up with his bare hand and whip it across his shoe-tops to first. A throw like this is bound to curve, so Dressen allows for it. He aims about six feet to the left of first base. With practice you can find your own aiming spot.

Another type of throw, the snap throw, is used when you have a runner trapped between bases. In this throw your hand goes back no further than your shoulder. It's the same peg a catcher uses.

Dressen says the big thing about going after a trapped runner is to hang onto the ball. The more throws you make, the greater the chance of a fumble.

If you're closest to the runner,

Dressen shows how a third baseman picks up a bunt with his bare hand. He's all ready to throw. No time wasted in shifting ball.



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In this superb console radio-phonograph, Westinghouse gives you concert hall performance in a cabinet of exquisite artistry. Your family and friends will enjoy its brilliant, true-to-life AM radio performance . . . its quiet, sensitive FM reception . . . its faithful, scratch-free reproduction of records. You'll find that the luxurious bow-front cabinet—executed in tasteful Hepplewhite design and finished in selected mahogany veneers—will complement even your finest furniture. Make your home headquarters for greater listening pleasure with a Westinghouse 166!

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- Exclusive Plenti-power
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- *Extra Large* Record Storage Space
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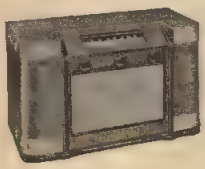
The finest battery-powered table model ever built



Westinghouse Model 178—big-set tone and performance at a price you can afford . . . single, long-lasting battery . . . three-point tone control. Walnut veneer cabinet houses both battery and radio.

Tune in Ted Malone—Monday through Friday, A.B.C. Network

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A standard line
that grows steadily
with the years

Lincoln Logs

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"Master Models on Parade."

CLEVELAND ANNOUNCES NEW SERIES MODELS

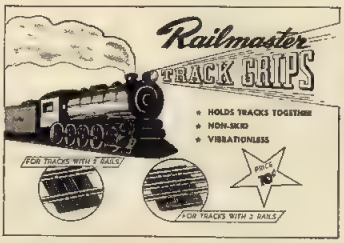
For well over a quarter of a century, the Cleveland Model & Supply Company of 4505 Lorain Avenue, Cleveland 2, Ohio, has built up a reputation for super detailed, authenticity and quality in model airplane kits second to none anywhere. Directly in line with this reputation and with visions of a new day dawning on the model-building horizon in this air age with the thirteen million youngsters added to our population in recent years, they are presenting a series of ¾" scale flying Master or "M" models which they state combines their best efforts in designing with a new low in price, as judged by today's price standards. These kits are a direct outgrowth of their well known ¾" scale flying "SF" series, which has always been their finest line The "M's" continue undiminished in the tradition of the finest designs, the most complete plans and the best of select materials. They claim they have done this without sacrificing one iota of the former high standing their "SF" models established throughout the model-building world. The manufacturers claim one great feature of this new line of "M" models is the variety of planes to be introduced constantly by keeping a current analysis of what the modeling public specifically wants. They will then manufacture the very models that are the most popular. These consequently prove "best sellers." The first six models making their debut in this series will attest this

These new models are: Bayle's Gee-Bee—the 1931 Thompson Trophy winning race plane of "flying milk bottle" shape, the race plane which perhaps excited more curiosity and stimulated more interest in airplane racing than any other single craft ($1.75); the Fokker D-7—the staple biplane fighter of the German Imperial Air Service during the first World War, the craft that is the traditional "enemy" plane of a generation of modelers ($1.75); the Ryan Navion, a modern sleek low-wing executive plane ($1.75) the Lockheed P-80 'Shooting Star"—the ultra-modern jet wonder that is a standard U. S. Force fighter today, inheriting the grand tradition of United States leadership in air power ($2.75); the Republic "Sea Bee"—a unique but very popular amphibian multi purpose private and executive aircraft ($2.25); and the Beechcraft "Bonanza"—the low-wing private plane that pioneered the use of the "V" or "Butterfly" tail, which is now increasingly common among many types of aircraft ($1.50)

Jet models are equally versatile when it comes to flying, as they will be suitable for whip-control, 'Jetex" power (the brand-new non-combustion ultra small English made model jet motor, to be available soon) C-O-2 jet power and for tow line glider flying

The Cleveland Model & Supply Company state their emphasis has always been on quality, but that they are continually striving for simplicity in building—not the "simplicity" that marks a hurry-up job of designing, but the simplicity that results from sound engineering and the knowledge and continuous experience in designing a product—the oldest "same management" model airplane kit manufacturers in the world—for they've been at it "Since 1919"

NEW *and* EXTRA SALES
for your ELECTRIC TRAIN DEPT.



THIS DISPLAY CARD IN COLOR FREE

Moulded in Rubber, these pads come in three sizes and fit all popular 2-rail and 3-rail tracks—Style L-0 for large size, Style L-027 for small 3-rail and Style G-316 for 2-rail.

Sold in gross lots - 1 gross and 1 free display in each carton. Stock them NOW

Sales Representative:
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MODEL RAILROAD EQUIPMENT
LIONEL CONSTRUCTION KITS

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SUCCESS WITHOUT A PLAN

"DON'T ASK ME how I increase my business," said W. R. Eastman, genial proprietor of a successful hobby shop within the shadow of a big motion picture theatre in Fresno, Calif. "I have no plans. I don't advertise—I don't find it necessary. I don't even have a sign over my shop. That isn't necessary either. I just like people—adults and youngsters both—and try to be friendly with them. I try to have whatever they want in the way of parts and accessories for any kind of models they are building. If I don't have it, I get it for them. But they don't have to wait a second time, as I see to it that that particular item is added to my stock."

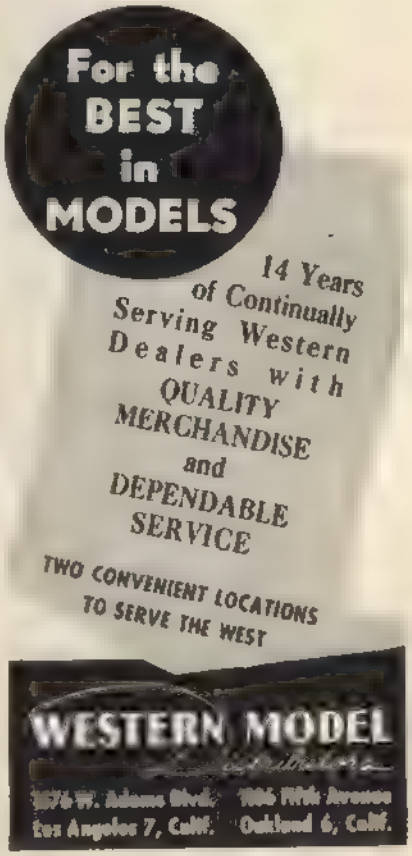
A look around the little shop bears out his statement, for its shelves are crammed from floor to ceiling with hundreds of items demanded by the various hobbyists. But while Mr. Eastman may have no "plan", certain things have contributed to his outstanding success. Location has much to do with it, as do his window displays. These displays are not spectacular, but in the windows are shown all the accessories needed to complete a model of any description. Sometimes an aeroplane will be featured; at others a train; while boats and other models receive their due need of window publicity. Thus all people, both men and boys, passing the shop on the way to the theatre in the afternoon or evening see anything they may need for their favorite hobby. Youngsters in particular, waiting for parents or companions while away the time watching the trains and planes; and men waiting for mother to make her appearance (was there ever a woman who was on time?) see all the accessories for the trains system in which they are interested.

The store is open all day and every evening, so it is easy for people to drop in to consult him regarding their model-building problems. And he is so genuinely interested in helping them that they come again and again. And they nearly always buy something. It is this constant procession of model builders that has upped his stock to the $5,000 level, with at least a three-times turnover.

No toys are handled, but a wide selection of magazines is carried, as well as gum and candy bars, and it is these lines that often induce the first visit to the store. When he sees the big stock of models—parts and accessories—carried, notes the lofty shelves filled with them, he gets the idea that this is a pretty good place at which to trade.

"I don't want to get rich," said Mr. Eastman. "The shop gives me a good living. I like to help people in building their trains and boats and planes because it is something in which I myself am interested. And they seem to like me, for they keep coming again and again and bringing other hobbyists with them, so we have a good time together and the business shows an increase each year."

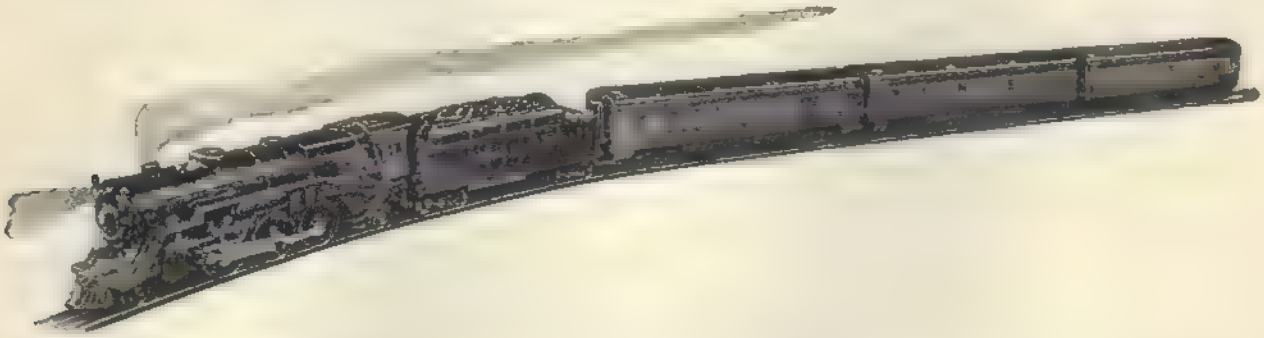
TOY KNIGHTS MEETING MARCH 18th Rose Room FIFTH AVENUE BUILDING RESTAURANT 6:00 P.M.



LIONEL ELECTRIC TRAINS

"027" GAUGE

The letter "O" in "027" designates the gauge of track on which these trains run; "27" indicates that the smallest possible circle made with curved track sections measure 27 inches from the outer extremities of the ties. One section of "027" gauge curved track is 9½ inches. Height of track, including rails and ties is 7/8 inches.



Passenger Train with Smoke and Whistle; "027" Gauge

A perfectly created train hailed by real railroad men as one of the finest models in the world. The steam type locomotive puffs clean, white smoke and blows a two-toned, built-in whistle. Fast, powerful and realistic.

Outfit consists of No. 2025 steam-type Locomotive with smoke, No. 6466WX new Tender with whistle, two No. 6400 illuminated Pullman Cars, No. 6401 illuminated Observation Car, eight sections No. 1013 curved track, seven sections No. 1018 straight track, one No. 6019 remote control track section, one CTC Lockon, one No. 1033 Transformer with built in whistle controller, one package of SP smoke pellets, one tube of Lionel Lubricant and one instruction booklet.

Complete With Transformer

No. 1430WS—Train 53⅝ in. long, track forms 62 1/16x27⅝ in. oval; wt. per outfit 22 lbs. ..... Per outfit ..... $.....

One outfit in a carton

Freight Train with Smoke and Whistle; "027" Gauge

Four scale detailed freight cars including automatic lumber car that unloads by remote control enables this train to perform real operations on your model pike. Locomotive puffs clean, white smoke and blows two toned whistle.

Outfit consists of No. 2026 six wheel drive steam type Locomotive with smoke, No. 6466X Tender with whistle, No. 3451 Automatic Lumber Car, No. 6465 Oil Car, No. 6454 Box Car, No. 6457 illuminated Caboose, eight sections No. 1013 curved track, 5 sections No. 1018 straight track, one No. 6019 remote control track section, one CTC Lockon, one No. 1033 Transformer with built-in whistle controller, one package of SP smoke pellets, one tube Lionel Lubricant and one instruction booklet.

Complete With Transformer

No. 1429WS—Train 52⅞ in. long, track forms a 52⅞x27⅞ in. oval; wt. per outfit 23 lbs. ..... Per outfit ..... $ ....

One outfit in a carton

Passenger Train with Smoke and Whistle; "027" Gauge

A three car passenger outfit with locomotive that puffs clean, white smoke and blows two toned whistle.

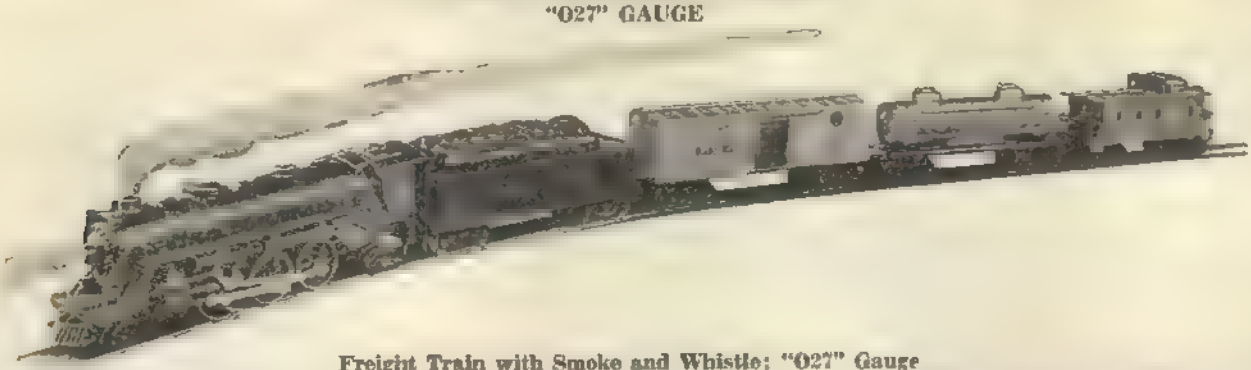
Outfit consists of No. 2026 six wheel drive steam type Locomotive with smoke, No. 6466X Tender with whistle, two No. 6440 illuminated Pullman Cars, No. 6441 illuminated Observation Car, eight sections No. 1013 curved track, three sections No. 1018 straight track, one No. 6019 remote control track section, one CTC Lockon, one No. 1032 Transformer with built-in whistle controller, one package SP smoke pellets, one tube of Lionel Lubricant and one instruction booklet.

Complete With Transformer

No. 1426WS—Train 49 7/16 in. long, track forms a 53⅝x27⅝ in. oval, wt. per outfit 21½ lbs. ..... Per outfit ..... $.....

One outfit in a carton.

LIONEL ELECTRIC TRAINS
"027" GAUGE



Freight Train with Smoke and Whistle; "027" Gauge

Outfit consists of No. 2026 six-wheel drive steam-type Locomotive with smoke, No. 6466WX Tender with whistle, No. 6465 Oil Car, No. 6454 Box Car, No. 6257 Caboose, eight sections No. 1013 curved track, three sections No. 1018 straight track, one No. 6019 remote control track section, one CTC Lockon, one No. 1032 Transformer with built-in whistle controller, one package SP smoke pellets, one tube Lionel Lubricant and instruction booklet.

Complete With Transformer — Per outfit

No. 1427WS—Train 43⅛ in. long, track forms a 44⅛x27⅜ in. oval; wt. per set 15 lbs. ..... $.....

One outfit in a carton

Freight Train with Whistle; "027" Gauge

Outfit consists of No. 1654 steam type locomotive No. 6454W Tender with whistle, No. 6452 Gondola, No. 6465 Oil Car No. 6257 Caboose, eight sections No. 1013 curved track, three sections No. 1018 straight track, No. 6019 remote control track section, one CTC Lockon, one No. 1042 Transformer with built in whistle controller, one tube Lionel Lubricant and instruction booklet.

Complete With Transformer — Per outfit

No. 1423W—Train 41⅛ in. long, track forms a 44⅛x27⅜ in. oval; wt. per set 15 lbs. ..... $.....

One outfit in a carton.

Freight Train, "027" Gauge Scout Line

Outfit consists of No. 1001 steam type Locomotive No. 1001T Tender, No. 1002 Gondola Car, No. 1004 Box Car, No. 1005 Oil Car, No. 1007 Caboose, eight sections No. 1013 curved track, four sections No. 1018 straight track, No. 1009 track coupling section, one CTC-10 Lockon, one No. 1011 Transformer one tube Lionel Lubricant and instruction booklet.

Complete With Transformer — Per outfit

No. 1112—Train 50¾ in. long track forms a 44⅛x27⅜ in. oval wt. per set 9½ lbs. ..... $.....

One outfit in a carton.

Freight Train, "027" Gauge Scout Line

Outfit consists of No. 1001 steam type Locomotive, No. 1001T Tender, No. 1002 Gondola Car, No. 1005 Oil Car, No. 1007 Caboose, eight sections No. 1013 curved track, two sections No. 1018 straight track, one No. 1009 track coupling control, one No. 1011 Transformer, one CTC 10 Lockon, one tube of Lionel Lubricant and instruction booklet.

Complete With Transformer — Per outfit

No. 1111—Train 41½ in. long, track forms a 36x27⅜ in. oval; wt. per set 8½ lbs. ..... $.....

One outfit in a carton.

LIONEL ELECTRIC TRAINS

"O" GAUGE

"O" gauge track measures 1¼ inches between running rails; the diameter of a loop of such track is 31 inches, measured from the outer extremities of the ties. Since the gauge of real railroad track in America is 56½ inches, "O" gauge is hence approximately one forty-eighth actual size. Height of the rail and ties are ⅝ inch.

Passenger Train with Smoke and Whistle; "O" Gauge

Completely authentic and perfectly scale detailed, this three car passenger train includes a Pennsylvania Railroad steam type locomotive that puffs real smoke and blows a life-like two-toned whistle. Illuminated Pullman cars are masterpieces of realism.

Outfit consists of No. 726 steam type Locomotive with smoke, No. 2426W Tender with whistle, No. 2625 'Irvington' Pullman, No. 2627 'Madison' Pullman, No. 2628 'Manhattan' Pullman, eight sections OC Curved track, seven sections OS Straight track, one RCS remote control track section, one CTC Lockon, one package of SP smoke pellets, one tube of Lionel Lubricant and instruction booklet.

Without Transformer — Per outfit

No. 2146WS—Train 65 in. long, track forms a 70⅛x31⅞ in. oval; wt. per outfit 22 lbs. ..... $. ...

One outfit in a carton.

Freight Train with Smoke and Whistle; "O" Gauge

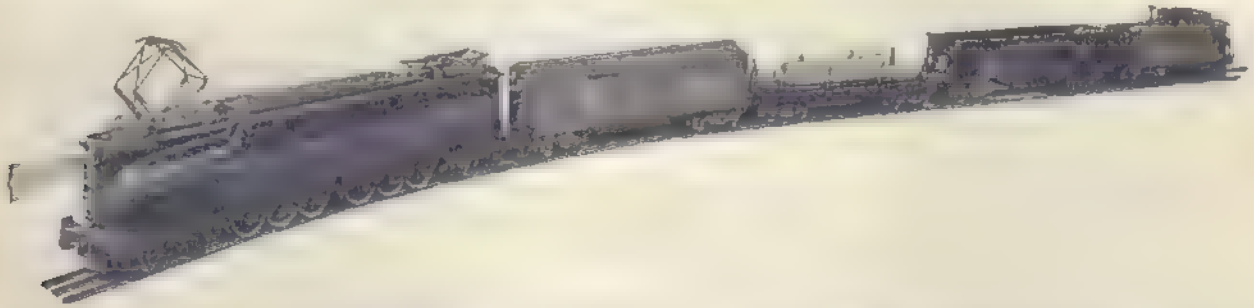
Locomotive which hauls this outfit is a scale detailed replica, in miniature of the famous Pennsylvania Railroads steam turbine S2. Engine is equipped with smoke generating unit and tender has a two toned, built in whistle. Coal Dump Car unloads by remote control.

Outfit consists of No. 671 Pennsylvania steam turbine Locomotive with smoke, No. 2671W Pennsylvania Tender with whistle, No. 3459 Automatic Dump Car, No. 2461 Transformer Car, No. 2460 Crane Car, No. 2420 Wrecker-Caboose with searchlight, eight sections of OC Curved track, five sections of OS Straight track, one RCS remote control track section, one CTC Lockon, one package SP smoke pellets, one tube of Lionel Lubricant and instruction booklet.

Without Transformer — Per outfit

No. 2143WS—Train 55½ in. long, track forms a 61x31⅞ in. oval; wt. per outfit 22 lbs. .....$.....

One outfit in a carton.



Freight Train with Built-In Horn; "O" Gauge

Completely authentic and engineered with accurate scale detailing, this four car freight train is powered by the new No. 2332 Electric type locomotive patterned after the famous Pennsylvania Railroad "GG 1" model. Hopper Car is brand new and includes wealth of minute detailing. Lumber car unloads logs by remote control.

Outfit consists of No. 2332 Pennsylvania Electric type Locomotive with built in horn, No. 3451 Operating Lumber Car, No. 2456 Hopper Car, No. 2458 Automobile Car, No. 2357 illuminated Caboose, eight sections OC Curved track, five sections of OS Straight track, one RCS remote control track section, one CTC Lockon, one package of SP smoke pellets, one tube of Lionel Lubricant and instruction booklet.

Without Transformer — Per outfit

No. 2139W—Train 49½ in. long, track forms a 61x31⅞ in. oval; wt. per outfit 25½ lbs. .....$.....

One outfit in a carton.

LIONEL ELECTRIC TRAINS

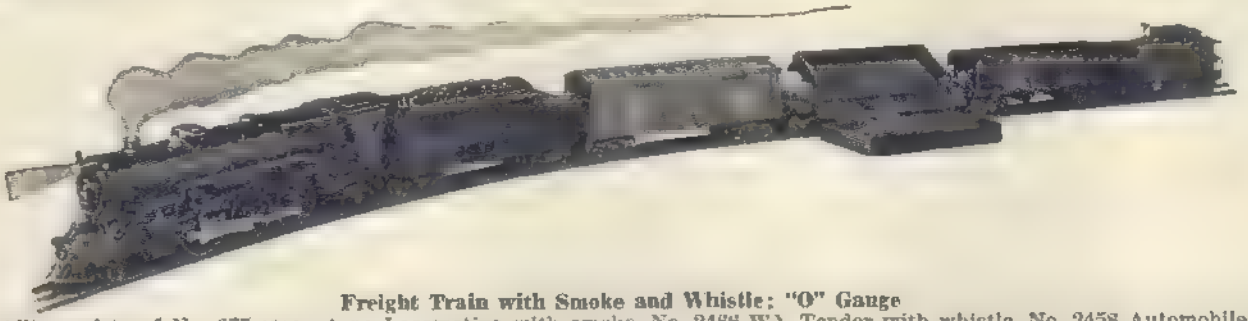
"O" GAUGE

Freight Train with Smoke and Whistle; "O" Gauge

Outfit consists of No. 671 Pennsylvania steam turbine type Locomotive with smoke, No. 2671W Tender with whistle, No. 3451 Operating Lumber Car, No. 3462 Automatic Milk Car with Platform and Milk Cans, No. 2456 Hopper Car, No. 2357 illuminated Caboose, eight sections OC curved track, five sections OS straight track, one RCS remote control track section, one CTC Lockon, one package SP smoke pellets, one tube Lionel Lubricant and instruction booklet.

Without Transformer — Per outfit

No. 2141WS—Train 53⅞ in. long, track forms a 61x31⅞ in. oval; wt. per outfit 22 lbs. ..... $ ....

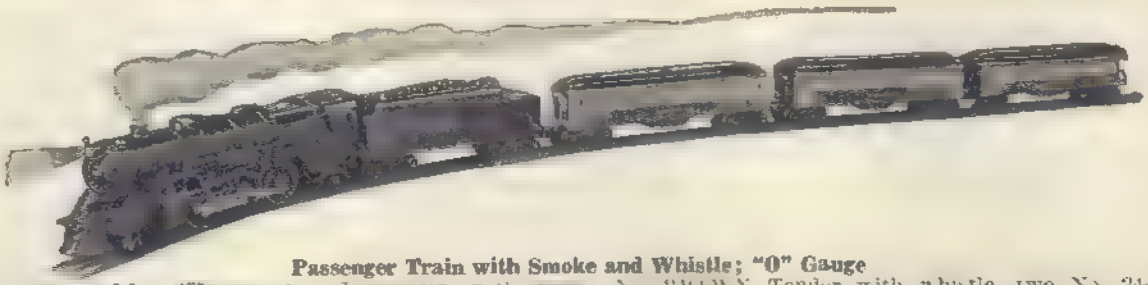


Freight Train with Smoke and Whistle; "O" Gauge

Outfit consists of No. 675 steam-type Locomotive with smoke, No. 2466 WX Tender with whistle, No. 2458 Automobile Car, No. 3459 Automatic Ore Dump Car, No. 2456 Hopper, No. 2357 illuminated Caboose, eight sections OC curved track, three sections OS straight track, one RCS remote control track section, one CTC Lockon, one package SP smoke pellets, one tube of Lionel Lubricant and instruction booklet.

Without Transformer — Per outfit

No. 2137—Train 53⅞ in. long, track forms a 50⅞x31⅞ in. oval, wt. per outfit 17 lbs ..... $. .

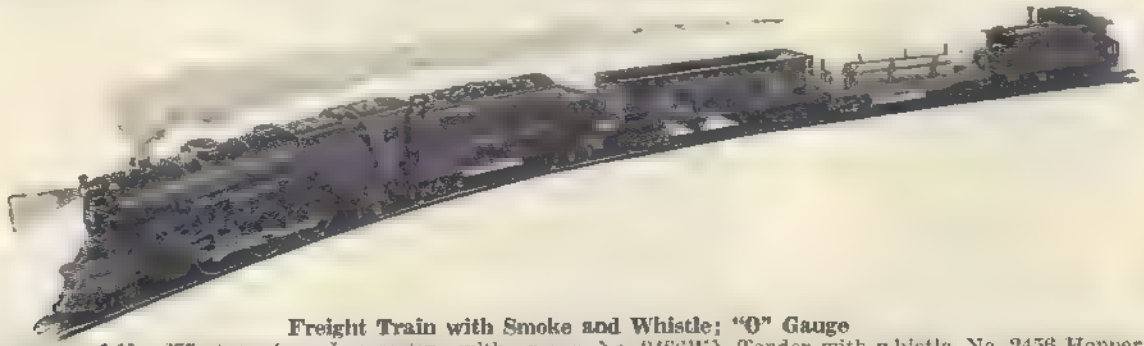


Passenger Train with Smoke and Whistle; "O" Gauge

Outfit consists of No. 675 steam-type Locomotive with smoke, No. 2466WX Tender with whistle, two No. 2442 illuminated Pullman Cars, No. 2443 illuminated Observation Car, eight sections OC curved track, three sections OS straight track, one RCS remote control track section, one CTC Lockon, one package SP smoke pellets, one tube of Lionel Lubricant and instruction booklet.

Without Transformer — Per outfit

No. 2136WS—Train 49¾ in. long, track forms a 50⅞x31⅞ in. oval; wt. per outfit 21 lbs. ..... $.....



Freight Train with Smoke and Whistle; "O" Gauge

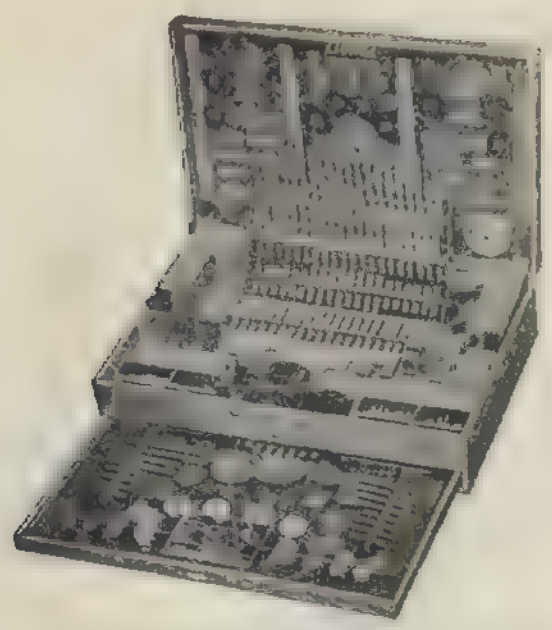
Outfit consists of No. 675 steam type Locomotive with smoke, No. 2466WX Tender with whistle, No. 2456 Hopper Car, No. 2411 Flat car, No. 2357 illuminated Caboose, eight sections OC curved track, three sections OS straight track, one RCS remote control track section, one CTC Lockon, one package SP smoke pellets, one tube of Lionel Lubricant and instruction booklet.

Without Transformer — Per outfit

No. 2135WS—Train 44 5/16 in. long, track forms a 50⅞x31⅞ in. oval; wt. per outfit 12¾ lbs. .....$.....

All above, one outfit in a carton.

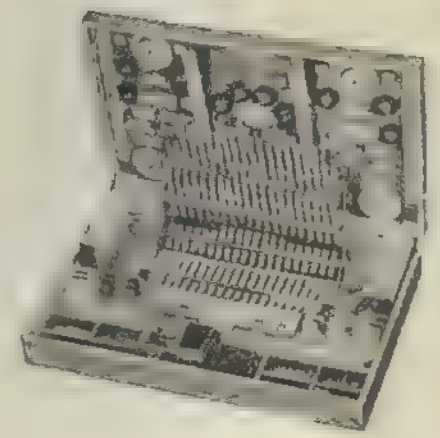
LIONEL CONSTRUCTION SETS



Every part, right down to the tiniest rivet, is instantly accessible. Scores of models, complex Bridges, Merry-Go-Rounds, etc., can be built with this Kit. Electric Motor included with box not only operates models but has built-in Transformer for illuminating lamps. Main drive shaft revolves at 3,000 R.P.M. and provides high speed take-off. Four other shafts provide speeds ranging between 60 and 300 R.P.M. Smooth-running drawer packs additional parts. Illustrated Manual included.

No.	Weight each	Each
565	19 lbs	(F)$27.95

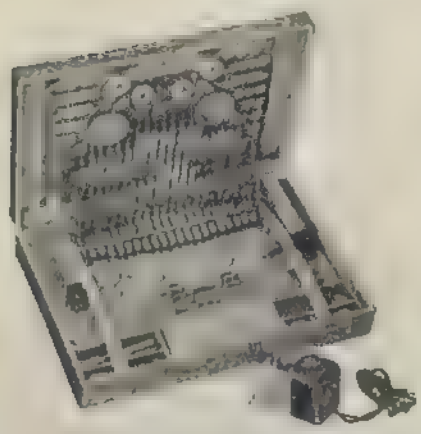
Two in a carton



In a highly attractive oak box. All parts are arranged for instant availability. Scores of models can be made with this kit. Electric motor packed with set has four forward and three reverse speeds and shaft speeds which range between 50 and 3,000 R.P.M. Has built-in transformer which can be used to illuminate models

No.	Weight each	Each
454	13 lbs	(F)$19.95

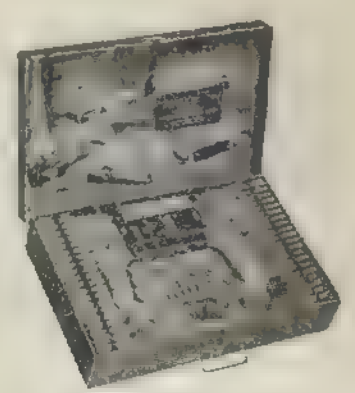
Three in a carton



When lid is raised, step display opens to vertical position, permitting full view of tubing members. Ample assortment of parts for building such models as Gantry Crane, Bascule Bridge, Airplane Ride, Derrick, etc. Electric motor has four speeds forward and three in reverse. Five shafts revolve at speeds ranging between 50 and 3,000 R.P.M.

No.	Wt. each	Each
343	8 lbs.	(F)$14.95

Six in a carton



Handsome, sturdily-boxed kit, containing enough parts to build scores of complete models, many of which operate from powerful electric motor. Typical models which can be put together include Ferris Wheel and others. Illustrated manual packed with kit.

No.	Wt each	Each
232	3½ lbs.	(F)$9.95

Six in a carton

Literally dozens of models can be made from parts packed with this colorful kit. Structural members are displayed for quick accessibility. Metal parts box has transparent cover. Illustrated manual.

No.	Wt. each	Each
121	3 lbs.	(F)$4.95

Twelve in a carton

(F) Fair Traded

Why do girls like Mother's Range?
Little Chef
Little Chef
Miniature Electric Range
It cooks! It bakes! It's safe!
MODEL 947 Size, 13x10½x7 separate switches control top element and oven indicating oven thermometer heavy gauge aluminum alloy baked appliance enamel Underwriters' approval Packed 6 in case Suggested Retail $9.95
MODEL 847 Size 11x9x5½ enclosed top burner element warming oven heavy asbestos cord Underwriters approval Packed 12 in case Suggested Retail, $4.95
MODEL 747 For the tiny tot same as Model 847 above, but is non-electric Suggested Retail, $2.95
A favorite educational toy of "small fry" all over America . . a year-round profit maker for dealers everywhere.
NOW, to broaden the Little Chef line, here's the Model 800 . . . sparkingly new in appearance, scientifically new in principle and attractively new in price.
FEATURES OF THE "800"
• Size, 13 x 10½ x 7.
• Pilot light burns whenever current is on.
• Top cooking surface with enclosed element.
• Baking oven with glass in door permitting little cooks to "watch it bake." Door is spring-hinged for tight fit.
• Extra warming oven.
• Gleaming white baked appliance enamel finish.
• Underwriters' Approved heavy asbestos appliance cord.
Suggested Retail, $7.95
Four shipping points for quicker delivery Philadelphia, Chicago, New Orleans, Tacoma.
TACOMA METAL PRODUCTS COMPANY
414 Puyallup Ave., Tacoma, Wash
Factory Guarantee and Service Policy with every Electric Model

GAR-RU the original

Performing

ELEPHANT BANK

THE BANK WITH A PERSONALITY

A Delightful Gift for All Occasions—For Young and Old

Insert the coin.

Flip his tail.

IT'S TIMELY — IT'S CUTE — IT'S CLEVER
IT'S AMAZING — IT'S FASCINATING

With his fascinating actions, GAR-RU is a favorite with young and old alike. Gaily colored finishes provide many uses: As a thrift trainer for the young. A handy spot for spare change. A book end . . . a paper weight. An ornament in the home or on a smart executive's desk.

he tosses coins into his head and DOLLARS into your till.

Built of sturdy cast aluminum, his handsome finish makes him an ideal gift for any occasion . . . baby showers to weddings or birthdays . . . truly GAR-RU is a present for every member of the family.

The locked trunk protects the coin!

Available in assorted colors, including Baby Blue, Baby Pink, Red, Bronze, Green, Blue and Natural Elephant Gray.
Minimum Pack—1 Dozen.
9½" x 8" x 18½" x 13 lb.

Represented by:

Thorsen Sales Co., 402 South Ervay, Dallas 1, Texas — Texas, Oklahoma, New Mexico, Arizona, Louisiana

Robert Slaven, 13939 Warwick Road, Detroit 23, Michigan — Michigan, Indiana, Ohio, Kentucky, Western Pennsylvania, Western New York, New York City, Chicago.

Frank Lum, P.O. Box 1614, Honolulu—Territory of Hawaii.

Maynard Olson, 3438 35th Avenue South, Minneapolis 6, Minnesota—Minnesota, Wisconsin, Iowa, North Dakota, South Dakota.

Erlach-Lee, Room 970, Merchandise Mart, San Francisco 3, California — Denver and West.

Charles De Angelo, Hamilton Avenue at Cypress Lane, Phone 42252, Trenton, New Jersey — State of New Jersey.

Representatives wanted for: New England States, Deep South, Pacific Northwest

RU-GAR ENTERPRISES

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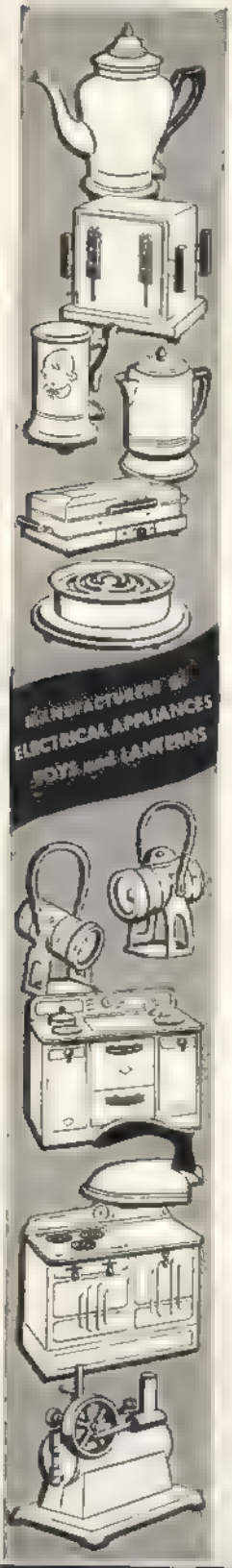
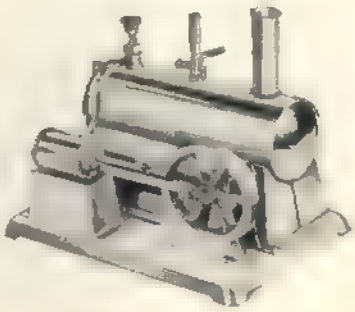


FAVORITES For Two Generations

"Little Lady" HOUSEKEEPING TOYS

EMPIRE STEAM ENGINES and ACCESSORIES

FAMOUS EMPIRE STEAM ENGINES

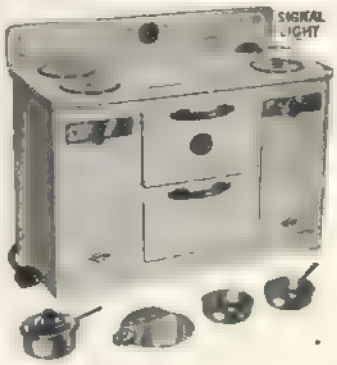


Yes Sir—they have more speed and power!! Genuine Copper boiler chromium plated. Bronze cylinders and brass fittings. Nothing to corrode. Real safety!! Heavy duty safety electric elements generate steam rapidly. Loud whistles—safety valves—grooved drive pulleys—water gauges—reversible slide valves, etc. Several sizes and styles from $7.95 to $12.50 retail. Accessory items to be driven by engines also available.

"LITTLE LADY" TOY FLAT IRONS

Real electric irons, like mother's, for ironing dolly's clothes!! Heat enough to iron, but will not char. Heavily insulated, safety heating elements. Cool ebonized handles. Streamlined. Supplied in attractive enamelled and also full chromium finishes. Also—play irons (non-electric) for the tiny tots. Various styles in price ranges from 50c to $2.00 retail.

"LITTLE LADY" ELECTRIC RANGES AND PLAY STOVES



Genuine electric ranges that actually cook and bake!! "LITTLE LADY" stoves have separate, fully insulated electric elements for the burners and the ovens. Yes—they're really extra safe!! Fully equipped with utensils and many play value gadgets. Heavy steel construction, electrically welded, to withstand the knocks and bumps of hard play. Beautifully finished. Polished chromium plated handles. Also, play stoves (non-electric) for the little tots. A full range of sizes and styles, retailing from $1.50 to $7.95 each.

See the complete line of "LITTLE LADY" and "EMPIRE" Educational Toys at the

NEW YORK TOY FAIR

Hotel McAlpin—Room 954 or our New York Office—Room 415—Fifth Avenue Bldg.

THE METAL WARE CORPORATION

NEW YORK TWO RIVERS, WISCONSIN CHICAGO

STAPLE TOYS FOR ALL YEAR ROUND SALES

TEN PINS

CROQUET SETS

SHUFFLE BOARD

ACTION PRESCHOOL TOYS

DUCK PINS

PASTRY SETS

WOOD SPINNING SETS

IMPRINTED SOUVENIR ITEMS

NEWTON & THOMPSON, Inc.

FACTORY: BRANDON, VERMONT

ESTABLISHED 1856

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Hear the Lone Ranger
ABC Network
Coast-to-Coast
3 times weekly
Exhibiting at the
N. Y. TOY FAIR
HOTEL McALPIN
ROOM 907
LONE RANGER
GUN &
HOLSTER SETS
Made Exclusively by
L. SMALLMAN & SONS CO.
New York Showrooms: 47 W. 34th St. New York

DONALD DUCK

Dressed in his inimitable sailor outfit, smartly styled by the Arranbee Doll Co.—he's a sure-fire seller!

Donald has a composition head and is mounted on a real steel spring. He's set in a sturdy all-wood box that has locked cornered metal hinges—and an improved metal push button. The box is attractively covered with fine paper print.

Priced at $10.80 per dozen
3 dozen to a carton
Terms 2%—10 days Net 30 days F.O.B. N. Y.
No. 930 JACK-RABBIT-IN-THE-BOX with Voice
No. 300 JACK-IN-THE-BOX with Voice
No. 800 STORY-JACKS
Priced and packed as above.

See Us At The Toy Fair
HOTEL McALPIN—ROOM 1020

SPEAR PRODUCTS CO.

881 Broadway New York 3, N. Y. No. 600

More Than Ever In Demand . . .

STARS ON STRIPES *Football Game*

"Old Friends With New Look"

The new De Luxe model of this famous game is all dressed up to steal the show on the display counter. It has rich, deep-toned colors to catch the eye and all board surfaces sparkle with a glossy finish. The exceptional "play value" of STARS ON STRIPES has been increased by greatly improved accessories. Bone or catalin dice, our specially designed football and plastic 10-yard markers are now standard equipment.

Be sure to see the new game on display at the TOY FAIR or write direct for discounts and details.

NEW YORK REPRESENTATIVE
RICHARD WALTERS
Hotel McAlpin — #734 Hotel Breslin — #130

#202 — De Luxe Model.
STARS ON STRIPES Football Game

STARS ON STRIPES, INC.

McKENNA BLDG. • PITTSBURGH 19, PA.

Ride the High Road to PROFIT!
LONE RANGER
World's Fastest Selling
GUN & HOLSTER SETS
Made Exclusively by
I. SMALLMAN & SONS CO., Paterson, N. J.
New York Showrooms: 47 W. 34th St., New York 1, N. Y.
MANUFACTURERS OF BILLFOLDS, KEY CASES AND GUN & HOLSTER SETS

TOY NEWS AND NEW TOYS

A new Terri Lee creation.

TERRI LEE DOLLS

Shown herewith is one of the popular new doll creations recently developed by Terri Lee, Inc., 132 South 13th St., Lincoln, Neb., designed to meet the demand of discriminating mothers who wish their little girls to have the unusual in dolls. The Terri Lee line is noted for its many quality features. In addition to a wide variety of characters, the line offers a costume for every season and every activity. Complete wardrobes and individual garments all beautifully hand finished make it possible for doll departments to build extra sales and profit. A handsomely illustrated catalog describing all Terri Lee dolls is available for the asking.

FAMOUS FLI-BACK PADDLE AND BALL GAMES

The new No. 360 Deluxe Championship Model is now ready and is said to be receiving wide acceptance from the trade. This new Deluxe Model is made of extra heavy plywood finished in lustrous red enamel, with contrasting colored handles and a pure rubber 1⅜" white gloss sponge ball of their own manufacture attached to the paddle by a natural rubber thread. These paddles are sanded top and bottom and edges are smooth to play with One of the better low priced action toys it has — universal appeal to young and old —year round play value. Used exclusively by Randy Brown, the world's champion paddle ball player. Retail price 25c. Each ½ dozen tied and wrapped in heavy paper prompt shipment. Paddle length 1¼"—width 5¼"—thickness ⅜". Manufactured by the Fli Back Company, High Point, N. C.

Fli-Back Paddle.

L. A. RAMS FOOTBALL GAME

Zondine's new L. A. Rams Football, named after and sponsored by the famous professional team of the same name, already has proved a big hit both with kids and adults because it takes them from the grandstand right down to the strategy of the playing field. They call the signals—both offensively and defensively—and smart quarterbacking wins or loses the game. There's no dial spinning or dice throwing to determine the plays—they pick them. According to Zondine, this new game is the closest approach yet to the thrills and excitement of America's great gridiron sport.

Proof of the game's realistic entertainment value lies in its sponsorship and promotion by the Los Angeles Rams, one of the Nation's leading professional teams. This nationally famous team, boasting such gridiron greats as "Bullet Bob" Waterfield and "Kingfish" Kenny Washington, will feature Zondine's L. A. Rams Football in their radio and season's promotion activity. Recently, at a gettogether of some of football's highest paid professional stars, the game was given the "acid test" by "Slinging Sammy" Baugh, Bill Dudley, Charlie Trippi, Jack Jacobs, Paul Governali and other men who really know football best.

Because it is not a game of chance, the skill and strategy of the rival quarterbacks determines the outcome of every play and measures the final score of the game When running the offense, the player can send his fullback crashing through the line, call for a jump pass over the line, shoot for a long, fifty yard touchdown pass, or run any of the regular plays which are part of a quarterback's bag of tricks On the other hand, there are hundreds of defensive combinations he can use in his setup to stop his opponent. His selection of plays determines the result of each play, and consumes a prescribed amount of game time. The number of minutes remaining in the game is recorded on a time clock dial. The game board consists of a colorful playing field, 11½" x 20", football marker, yard marker, time clock dial, and pointers for recording the progress of downs. Special playing cards are used to set up offensive and defensive plays. L. A. Rams Football retails at $2.00 and is attractively packaged in a striking four-color display box. Manufactured and distributed by the Zondine Game Company, 1041 Mansfield, Hollywood 38, California.

Zondine's new football game is put to the test by some men who really know football best. Front row, left to right: Bob Waterfield, L. A. Rams; Bill Dudley, Detroit Lions; Johnny Clements, Pittsburgh Steelers; Sammy Baugh, Washington Redskins. Back row: Boley Dancewicz, Boston; Jack Jacobs, Green Bay Packers; Paul Christman, Chicago Cards; Paul Governali, New York Giants, and Charlie Trippi, Chicago Cards. Representing a half million dollars' worth of football talent, these stars are participating in Columbia's pigskin epic, "Triple Threat."

HOW TO FIGURE HAY TOOL JOBS

LOUDEN

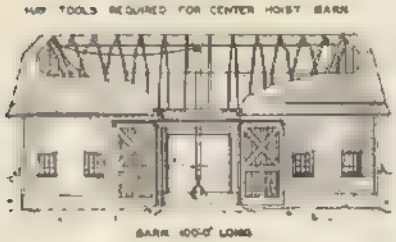
End Hoist Barn

Equipment needed—One fork-car or sling-car; one hay fork or hay sling; No. 571 track to run within 2 ft. from closed end of mow to 4 or 6 ft. beyond hay door.

Space rafter brackets No. 424 every two feet and ridge pole brackets No 405 or No 1308 as needed. Use track hanger No. 498 except where longer hangers are needed; link hangers No. 1006 available in odd lengths from 5 to 37 inches

Other Equipment needed—One rafter hook No. 390; one floor hook No. 298; one bracket pulley No 3034 and two knot passing pulleys

Rope required—1 times length of barn plus ½ width plus 10 ft. for hitch. If draft rope is to extend from hay, door end of barn add additional length of barn to rope.



Center Hoist Barn

Equipment needed—One fork-car or sling-car; one hay fork or sling; No. 571 track to run within 2 ft. from each end of barn. Space rafter brackets No. 424 and track hangers No. 498 every two feet. Two rafter hooks No. 390; two floor hooks No. 389; two bracket pulleys No. 3034; two knot passing pulleys.

Rope required—½ width of barn plus 1 times length of barn plus 3 times height of barn plus 10 ft. for hitch.

HAY CARRIERS

LOUDEN SENIOR

Rope Draft

Recommended for use with iron claw fork.

Reversible car that can be turned around without removing from track.

Certified malleable iron frame. Large 7 in. roller bearing gray iron rope wheels. Long wheel base evenly distributes the weight on track making it easy to return carrier. Swivel prevents rope from kinking and twisting. Carrier hay fork within 20 in. of track.

¾ or 7/8 in. manila draft rope is recommended

One fork pulley, one trip block, 2 end stops and one built-in rope swivel is furnished with each carrier.

Each

No. 1106—3 in. diameter track wheels; axles 15 in. apart on center; wt. each 35 lbs. $20.95

Open stock

LOUDEN JUNIOR

Rope Draft

Recommended for use with harpoon fork

A swivel, reversible carrier that can be easily turned around for center drive or double end hoist barns.

Heavy ribbed certified malleable swivel frame with 4 inch roller bearing gray iron rope wheels. Carrier fork within 12 inches of track. Swivel prevents twisting or kinking of rope.

Furnished with one adjustable carrier, one roller bearing fork pulley, one trip block, two end stops and one rope swivel.

Uses ¾ or 7/8 in. rope.

Each

No. 430—3 in. diameter track wheels; axles 10½ in. apart on center; wt. each 27 lbs. $16.55

Open stock

HAY CARRIER TRACK

LOUDEN DOUBLE-LIFT STEEL

One-piece railroad rail steel. Each section notched on the top and bottom beads permitting rigid splicing.

Per 100 feet

No. 571—In 6, 8, 10, 12, 14 and 16 ft. lengths; complete with splice clamps; wt. per foot 2¼ lbs. ..$33.40

Open stock

TRACK SPLICE CLAMPS

LOUDEN

Steel plate, held firmly on underside of track by four bolts.

Each

No. 550—7 in. long; for No. 571 track, wt. each ⅝ lb. . . .$ ....

Open stock.

END STOPS

LOUDEN

For Louden double-lift steel track.

½ in. steel rod U-bolt. Kiln dried wood block treated in oil.

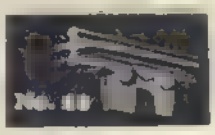
Each

No. 523—Wt. each ¾ lb. . ... $.....

Open stock.

TRIP BLOCKS

LOUDEN



Malleable Iron

For Louden and Porter track 1⅝ in. high; 2 in. wide.

Each

No. 10—Wt. each 1¼ lbs. .....$.....

Open stock.

RAFTER BRACKETS

LOUDEN

Best quality, heavy pressed steel. For wood or steel track.

Held to rafters by heavy nails.

Used to support hanging hooks.

Per 100

No. 424—Wt. per 100, 31¼ lbs. ....$ . ..

Open stock

TRACK HANGERS
LOUDEN

For double bead steel track. Made of certified malleable iron, in two parts, securely clamped together by short, heavy bolts.

Cut shows hook attached to track.

Per 100

No. 498—4 in. long; wt. per dozen 6 lbs. $26.25

Open stock.

WOOD TRACK HOOKS
LOUDEN

No. 780—½ inch steel rod; with nut

Length, in.	12	14	16	18
Wt. doz., lbs.	6	9	12	15
Per 100	$20.00	21.25	22.50	23.75

Open stock

PULLEY HOOKS
LOUDEN

Wrought Steel

Sharp, coarse threads. Will hold firmly in any wood.

Per 100

No. 389-Floor—¾ in. diameter, 7 in. long; wt. per 100, 100 lbs. ... $...

No. 390-Rafter—⅝ in. diameter, 6 in. long; wt. per 100, 87½ lbs. ....

Open stock

ROPE HITCHES
LOUDEN LIGHTNING

Certified malleable iron, swivel hook. Used for quickly connecting rope to singletree or doubletree. No tying or untying knots.

Each

No. 3037—Wt. each 1 lb. ... ...$ ..

Open stock

HAY FORK PULLEYS
ECLIPSE

Cast iron frame and wheel. Japanned.

Per dozen

No. 5—5 in. diam. wheel x 1⅛ in. thick; wt. per dozen 38 lbs. ...$.

Open stock.

HAY FORK PULLEYS
LOUDEN

Knot Passing

Certified malleable iron frame. Steel bushing, swivel eye. Oil treated hard maple sheave.

Each

No. 467—6 in. sheave; wt. each 3¼ lbs. $1.55

Open stock

LOUDEN MAMMOTH

Knot Passing

Certified malleable iron frame. Steel bushing. Oil seasoned hard maple sheave.

Each

No. 519—7 in. sheave; wt. each 5¼ lbs. $2.15

Open stock.

"U-W" SELF- OILING

For Manila Rope

Heavy pressed steel shell. Edges flared to prevent chafing of rope. Swivel eye. Self-oiling center pin. Plain bore, cast iron sheave.

Each

No. B441—For 1 in. and smaller rope; 4¼x1⅜x⅝ in. bore; wt. each 3½ lbs. ..... $.

Open stock.

CABLE PULLEYS
LOUDEN

Extra heavy steel frame. Reinforced bearing for steel swivel hook.

Gray iron sheave. 14 roller bearings revolve on axle.

Each

No. 3144—For ⅜ or ½ in. steel cable; wt. each 7⅞ lbs. $2.60

Open stock.

WELL WHEELS
ECLIPSE

Heavy Pattern

Made of cast iron with swivel hook.

Painted black

Size wheel, in.	8	10	12
For rope, in.	½	⅝	¾
Wt. per doz., lbs.	38	60	75
Per dozen	$	.	..

Open stock.

HAY FORKS
LOUDEN HARRIS DOUBLE HARPOON

No. 353

For use in any type of barn and on any kind of carrier.

The original harpoon fork, built of genuine fork steel.

Each

No. 353—15½ in. wide, goes into hay 26 in.; wt. each 20½ lbs. $4.40

No. 674—15½ in. wide; goes into hay 32 in. wt. each 24 lbs. 4.70

No. 676—24 in. wide; goes into hay 34 in.; wt. each 34¾ lbs. 8.45

Open stock.

LOUDEN IRON CLAW

Flexible Grapple

Special steel tines; certified malleable castings. Built with two pairs of tines, each tine of a pair connected to the other by a triple action hinge, and both pairs attached to fork head by chains.

Permits setting each tine where it will do the most good. When load is lifted all four tines are drawn to a common center.

Larger capacity than regular grapple forks.

Standard

Each

No. 3039—4 tines; 26 in. length of tines, 78 in. spread; wt. each 47 lbs. $16.25

Giant

Each

No. 3041—4 tines; 32 in. length of tines; 90 in. spread; wt. each 52 lbs. $17.75

Open stock.

Quality Sporting Goods

No. 30G404—George Selkirk Professional Fielder's Glove. Extra large professional fielder's glove made to specifications of George Selkirk. Made of finest selected tan cowhide with a specially greased pocket. Fully leather lined with leather welted diverted seams to prevent ripping and give extra long wear. Two adjustable tunnel loops, roll leather binding, leather laced heel and adjustable fleece lined wrist strap all go to make this glove ready to use, individually boxed.
Each **$9.90**

No. 30G414—Left Hander's Fielder's Glove. Built to specifications of No. 30G404 in left hander's model.
Each **$9.90**

No. 30G401—Terry Moore Fielder's Glove. Same features as above but economically made of lighter weight leather.
Each **$6.75**

No. 30G411—Left Hander's Fielder's Glove. Built to specifications of No. 30G401 in left hander's model.
Each **$6.75**

No. 30G418—Child's Fielder's Glove. Similar to above but inexpensively made for children's play.
Each **$2.15**

No. 30G403—Luke Sewell Catcher's Mitt. Constructed of finest selected tan cowhide with specially made felt pad. Hand form molded and closely stitched. Full leather laced, roll leather binding. Adjustable buckle wrist band lined with wool fleece. Specially greased pocket and adjustable webbing between thumb and palm.
Each **$11.75**

No. 30G413—Left Hander's Catcher's Glove. Built to identical specifications as model 30G403 in left hander's style. Individually boxed.
Each **$11.75**

No. 30G418—Child's Catcher's Mitt. Similar to above but inexpensively made for children's use.
Each **$2.85**

No. 30G405—Frank McCormick First Baseman's Mitt. Endorsed by first baseman Frank McCormick, this professional mitt is finest selected genuine tan cowhide. Double adjustable tunnel loops between palm and thumb, rolled leather and full soft cowhide lining are special features. Fleece lined wrist strap and doubly reinforced back prevent undue wearing when digging for the low ones. Oil treatment has made the glove very pliable. Packed in cardboard display box.
Each **$9.50**

No. 30G415—Left Hander's First Baseman Mitt. Built to specifications of No. 30G405 in left hander's model.
Each **$9.50**

No. 30G402—Jim Oglesby First Baseman's Mitt. Same general model but made of slightly lighter weight leather.
Each **$6.75**

No. 30G412—Left Hander's First Baseman Mitt. Built to specifications of No. 30G402 in left hander's model.
Each **$6.75**

No. 30G417—Child's First Baseman's Mitt. Similar to above but inexpensively made for child's play.
Each **$2.10**

No. 34M823 — Diamond "Super Ringer" Horseshoes. Finest pitching shoes fashioned by Diamond. Drop forged from special carbon steel, heat treated to prevent chipping or breaking without destroying dead falling qualities. Designed to catch stake with least bouncing or sliding off. Perfectly balanced. Finished in copper and cadmium. Packed one pair in box with official rule book. Weight, 2 lbs. 8 oz.
Per pair **$1.73**

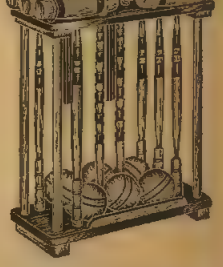
No. 34M824—Diamond "Double Ringer" Horseshoes. Steel shoes in competitive price bracket. Painted orange or green. Weight 2½ lbs.
Per pair **$1.09**

Standard Croquet Set

Rademaker "Standard" Croquet Sets. Famous Rademaker sets in new enameled racks. Standard 3¼" Rock Maple balls, 24" handles, 2 striped stakes and heavy bent wire wickets. Mallets are available in two popular sizes. All wood parts varnished and colored with varying stripes. Each set in carton.

No.	Style	Mallet size	Per set
34M335	4 ball	7"	$5.48
34M336	6 ball	7"	6.85
34M335	4 ball	8½"	6.85
34M336	6 ball	8½"	8.22

No. 34M838—Rademaker "Special" Croquet Set. Compact 4 ball croquet set, in portable fiber carrying case ideal for picnics, the beach and other Summer outings. All wood parts are varnished and have vivid colored stripes, distinguishing each pair of mallets and balls. Rock maple balls with 3⅜" diameter, 6" mallet heads, 34" handles, hardwood stakes and durable wire wickets are included in this Rademaker set.
Per set **$4.15**



DeLuxe Croquet Set

No. 34M837—Rademaker "De-Luxe" Croquet Set. Eye-appeal galore is present in this croquet set, fashioned by Rademaker. The "Professional" has 8½" mallet heads—colorfully striped and beaded, 34" professional style handles, fancy stakes extra heavy wire wickets and vividly striped Rock Maple balls with diameter of 3⅝". Each of these 6 ball sets includes a substantial rack in natural wood finish, lacquered for durability. Each set packed in a sturdy shipping carton.
Per set **$10.25**

Sales Boosters In Joke Novelties

No. 1871—Tooth Black. Anyone can have fun with this clever joke novelty. An easily applied wax, it is used for blacking out teeth. If applied on the whole tooth it gives the appearance of a missing tooth, or it can be applied to part of the tooth to make it appear broken. Safe, sanitary and harmless. Put up in round tin boxes with simple directions.
Per dozen ..... **70¢**

No. 124M445—Whoopie Cushion. Greatest funmaker and laugh producer ever offered. Made of fine quality, fresh latex rubber, in assorted colors, with suitable inscription. When slightly inflated and placed beneath a cushion, pillow or chair pad, it makes that embarrassing "funny sound" when someone sits upon it. Diameter, 11 inches. Put up one dozen in an envelope
Per dozen **$3.00**

No. 124M432—Trick Gum. Looks just like a package of Spearmint gum. Offer it to a friend and watch the expression on his face when he selects a stick. Snappy spring placed on the one piece that is removable, immediately clamps down on his finger. The suprise is unexpected and hilarious
Per dozen **$1.50**

Harmless Pranks

No. 124M444—Pee Wee Viewer. A new terrific laugh novelty. Presents a gorgeous, full color display of femininity to the victim, then a sudden spray. Safe—stream does not strike eye. Many squirts with one easy filling. Mechanically perfect—contains powerful magnifying lens. Made of red plastic body and plated metal fittings. Fits in vest pocket. Size ⅞ x 1⅞ x 1⅜ inches.
Each **50¢** Per dozen **$5.00**

No. 112D420—Lulu Model. Lulu, the most enticing, most sensational most human life-like doll you've ever seen. Packed with pleasure and realistic action, she is always ready to perform many surprising and entertaining gyrations. Easy to manipulate she is perfect in every detail to the celebrated pin-up girl. Made of exceptionally flexible rubber-like material—just like real soft, smooth human skin! This saucy red-head has a furry scarlet hat and is garbed in a billowy net gown which is concealing as well as reveal-ing. A slender handful, 7 inches tall.
Each **$2.25**

No. 1877—Miss Lola. A snappy new novelty with a lot of zip and bang. Consists of a strong durable cardboard envelope with alluring teasing bubble dancer illustration. Protruding from the envelope is a pair of curvy shapely legs. Get some victim to pull the legs out of the envelope and he'll get his fingers whacked by a powerful little spring.
Per dozen . . .. **90¢**

No. 1514—Laugh Tissue. Consists of a regular roll of Toilet Tissue but is printed with a series of the most comical reading matter. Supplied with assorted printing.
Per dozen **$1.15**

No. 124M431—Laughing Mirror. Here's a trick gadget that is positive to keep the folks amused. Hand size. It is convex in design. Turn it one way, and the image is elongated high-domed. Then switch it around and the reflection broadens out, becomes pumpkin shaped. A boon to any gathering where mirth and merriment is the keynote.
Per dozen **$2.75**

No. 124M429—Vibrating Cigarette Package. This is a new joker in the trick gadget line. Looks just like a real pack of cigarettes, but the inside contains a mechanism that you wind up with the key furnished with each pack. Hand it to the person who asks for a cigarette, or leave on a table or shelf for someone to pick up, and the mechanism immediately begins to unwind, causing the packages to shake and quiver and emit a whirring noise.
Per dozen **$5.00**

No. 124M428—Vibrating Match Box. Similar to above, but simulated box of matches rather than cigarette pack.
Per dozen . **$4.50**

No. 124M435 — Exploding Pen. Everyone will want to carry one of these intriguing novelty pens in the same pocket with his regular writing utensils. Looks like the real thing, but when cap is unscrewed, a concealed mechanism touches off an explosive cap. The resultant Bang! is assured of achieving results that are both hilarious and unexpected
Per dozen **$5.50**

THE TOY MARKET

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JUDY COMPANY
JUDY INLAYS—FARMS—ALPHABETS

KUSAN INC.
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"SNIPPIE" ELECTRIC SCISSORS TOY

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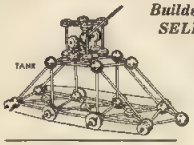
MAKIT TOY

Builds Toys with ACTION SELLS the Year 'Round



MAKIT TOYS are proving a steady source of repeat profits—one sale usually means a repeat sale for a larger size.

Builds toys with wheels that turn. Includes 3 colors of wheels. 2 sizes of rods in 5 to 8 lengths, pressboard windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton.

COMES IN 3 SIZES
PRIMARY Makit—86 pieces
SUPER Makit 175 pieces
JUMBO Makit—275 pieces

W. R. BENJAMIN Co.
GRANITE CITY ILLINOIS

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CHIMES • BELL TOYS

STEEL TOYS OF QUALITY
BICYCLE BELLS

THE N. N. HILL BRASS CO.

NEW YORK SHOWROOM:
ROOM 463—FIFTH AVENUE BUILDING
Pacific Coast Rep.: The Standard Toy Agencies, 718 Mission St., San Francisco, Cal.

GOLDBERGER

Baby Dolls

EEGEE DOLL

FEATURING
DRESSED
BABY DOLLS
WITH
RUBBER
ARMS & LEGS

Lovable Dolls

PLASTIC TOYS AND NOVELTIES

GOLDBERGER DOLL CORP.
1107 BROADWAY - ROOM 1208 - NEW YORK 10, N. Y.
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For the Finest in

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Perfection guaranteed by many years of experience and know how

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242 East 137th Street
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THE TOY MARKET

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"SNIPPIE" ELECTRIC SCISSORS TOY

AND OTHER IMPORTANT ESTABLISHED LINES

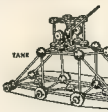
ED CARYL

IT WILL PAY YOU TO PAY US A VISIT

Telephone SUperior 8852

MAKIT TOY

Builds Toys with ACTION
SELLS the Year 'Round



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Builds toys with wheels that turn. Includes 3 colors of wheels. 2 sizes of rods in 5 to 8 lengths. Streamlined windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton.

COMES IN 3 SIZES
PRIMARY Makit—55 pieces
SUPER Makit—175 pieces
JUMBO Makit—275 pieces

W. R. BENJAMIN Co.
GRANITE CITY ILLINOIS

TELEPHONES
CHIMES • BELL TOYS

STEEL TOYS OF QUALITY
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GOLDBERGER

Baby Dolls *Lovable Dolls*

EEGEE DOLL

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PLASTIC TOYS AND NOVELTIES

GOLDBERGER DOLL CORP.
1107 BROADWAY - ROOM 1208 - NEW YORK 10, N. Y.
FACTORY: 307 RICHARDSON STREET, BROOKLYN, N. Y.

RIG-A-JIG

NEW! Wonderful Way to play!

Great profit-builder. Amazing record of consumer satisfaction and repeat sales. Endorsed enthusiastically by parents, educators, and designers. Rig-A-Jig builds everything from Dolls shown in 12.95 assortment to Geometric shapes. 7 colors, fibre-plastic RIGS and rod, sanitized, packed in gift boxes. Write for details. STOCK RIG-A-JIG NOW!

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Fastest Repeat Seller for BOYS and GIRLS

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For the Finest in

MECHANICAL TOYS

Perfection guaranteed by many years of experience and know how.

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LUPOR METAL PRODUCTS

242 East 137th Street
New York 51, N. Y.

PEDAL STROLLCAR

No. 600
6 to carton
KD 36 lbs
Individually packed at slight additional cost.

Sturdy, Smooth Riding, Colorful, Perfect Balance

Representatives: J. H. Eyerley, 1442 Merchandise Mart, Chicago; Korens Bros., 1355 Market Street, San Francisco.

MEDALIE Mfg. Co.
23 N. 2nd, Minneapolis Minnesota

PRE-PEDAL Strollcar

No. 500
6 to carton, KD 30 lbs.
Individually packed at slight additional cost.

LATEX SKIN DOLLS

Manufactured by

A. LORBER

21 Howard Street New York 13, N. Y.

REAL SKIN PONIES

Fully molded bodies . . . covered with genuine skin in natural colors . . . real leather saddle and harness . . . aluminum cast stirrups . . . strong aluminum swing or rocker base with high polish finish.

Send for latest catalog and price list

HOLLYWOOD TOY STUDIOS
3540 FOOTHILL BLVD. LA CRESCENTA, CALIFORNIA
Nestled in the Foothills of California's Mountain Region
20 minutes from downtown Los Angeles

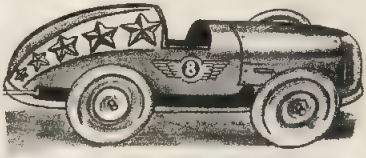
"Welcome to Room 576, McAlpin"
Come in and check the

NEW LOW PRICES on STURDYBIRD

CRANES and ELECTRO-MAGNETIC HOISTS
the BIG TOY VALUES of 1948!"

Jack Douglas and Allen Lloyd
TECH-ART, INC., Milford, Ohio

MECHANICAL TOYS



or #256 COMET RACER is illustrated here.
Descriptive circular showing full line is yours for the asking.

LUPOR METAL PRODUCTS
242 E. 137TH ST. NEW YORK CITY 51

JULIUS LEVENSON, INC.
7 East 17th Street
New York 3, N. Y.

Phones: ALgonquin 4-8354
ALgonquin 4-8355

DIRECT FACTORY REPRESENTATIVES

CORONA

"Hats of Distinction"

HATS

Becomingly Designed — Smartly Styled
"Fit the Face"
FOR DOLLS OF DISTINCTION
The Finest Dolls Wear Corona Hats

CORONA HAT CO.
13-19 University Place • New York 3, N. Y.

WOLVERINE

For Over 30 Years

WOLVERINE

has been the symbol of originality and quality in metal housekeeping toys, mechanical toys, action games

WOLVERINE SUPPLY & MFG. CO.

Factory: Pittsburgh, Pa. N. Y. Offices: 200 5th Ave.

REAL SKIN PONIES

Fully molded bodies . . . covered with genuine skin in natural colors . . . real leather saddle and harness . . . aluminum cast stirrups . . . strong aluminum swing or rocker base with high polish finish.

Send for latest catalog and price list

HOLLYWOOD TOY STUDIOS

5520 FOOTHILL BLVD., LA CRESCENTA, CALIFORNIA

Nestled in the Foothills of California's Mountain Region

20 minutes from downtown Los Angeles

JULIUS LEVENSON, INC.

7 East 17th Street

New York 3, N. Y.

Phones: ALgonquin 4-8354
ALgonquin 4-8355

DIRECT

FACTORY REPRESENTATIVES

She Walks!
She Talks!
She Moves!

Yes, this MAJESTIC cutie walks right out of the store with every customer. She talks profits to you and moves off the shelves in record time. She is No 221—14" high, soft mask face and body, all cotton stuffed. A retail riot at only $1.00!

MAJESTIC DOLL & TOY CORP.

Manufacturers of Dolls, Toys & Novelties

112 Bleecker St., N. Y. 12, GR 3-8744

Send for the new complete catalogue and for name of representative in your territory

» » » *The Largest Mask Manufacturers in the World*

OUR 77TH YEAR

MASKS—PAPER HATS

NOISEMAKERS • SERPENTINES • CONFETTI

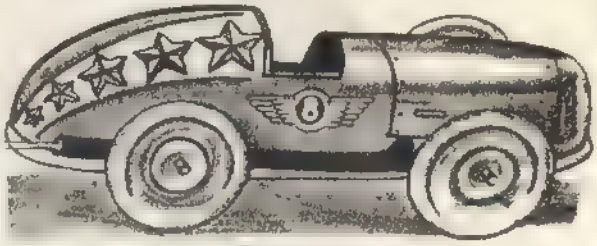
Masquerade, Carnival and Party Goods

DESSART BROTHERS, INC.

Showrooms:

503 METROPOLITAN AVENUE BROOKLYN N. Y. • ARTHUR FREY 200 FIFTH AVENUE N. Y. C.

MECHANICAL TOYS



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Descriptive circular showing full line is yours for the asking.

LUPOR METAL PRODUCTS

242 E. 137TH ST. NEW YORK CITY 51

Rich Toys

DOLL HOUSES
PULL TOYS

Greatest line of Doll Houses ever produced; New Model Pull Toys, Gym Sets and other quick selling numbers.

RICH INDUSTRIES

CLINTON • IOWA

NEW YORK SALESROOM: ROOM 452, FIFTH AVENUE BUILDING

BUY and

U. S. SAVINGS BONDS

HOLD

PUSH THE PUSH-A-WAY

No. 12 B

For Profitable Spring Sales!

$1.75 LIST

A popular push toy for the baby who is learning to walk. Sturdily constructed of natural finished hardwood with gaily decorated wheels, red and blue pulling handle and toy cargo. The revolving cage carries colored balls and beads that rattle merrily. Double Grip gives the educated baby full use of both hands as he toddles along.

By The Makers Of The Famous
CRADLE GYM
CRADLE SPIN
CRADLE BOUNCE
BABY'S FIRST DOLL

CHILDHOOD INTERESTS, INC.
Roselle Park, N. J.

New York Showroom • 200 Fifth Avenue
Chicago Showroom • Merchandise Mart 14-123

HOOT-NANNY with the NEW magic designer

An All Year Round Toy For Boys and Girls . . . . . .

Hoot-Nanny — an intriguing mechanical drawing instrument known for its educational and creative value is zooming sales in leading department stores. Hoot-Nanny is an age-less toy for anyone with the creative urge. Over 22,000,000 different, fascinating and interesting designs are possible. Just the thing for that last minute gift or the long thought of surprise.

Hoot-Nanny is an item of real profit for you in your toy or "craft" department because of its year round appeal. Order your stock today to meet this demand.

NORTHERN SIGNAL COMPANY • 120 N. Broadway, Milwaukee 2, Wis.

DOEPKE WINS ANOTHER AWARD

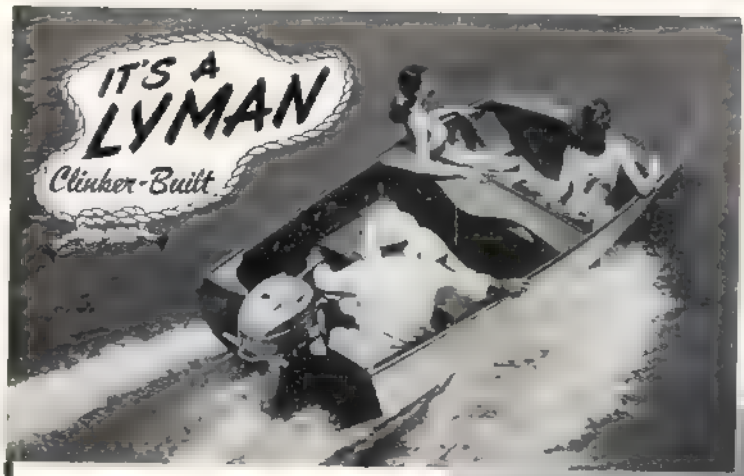
One of the most "awarded" companies in the toy industry is The Charles Wm. Doepke Manufacturing Company of Rossmoyne (Cincinnati), Ohio. Recently this company's line of Model Toys received a Certificate of Award from Parents Magazine as well as one of the coveted [illegible] plaques of Merit from the Consumer [illegible] Show, sponsored by the Museum of Science and Industry at Radio City New York. They are very proud of another kind of "award," received when New York's famed F. A. O. Schwartz turned over its window space to Doepke Model Toys. A recent entrant into the toy manufacturing field, and a member of the Toy Manufacturer's Association, the Doepke line is painstakingly modeled from full scale trucks and heavy machinery. Current numbers in the line enjoying immense popularity are a Model Earth Hauler, A Model Bucket Loader, and a Model Concrete Mixer. A new number is scheduled to appear early in 1948. Merchandising plans of the Doepke Company will make provision for a combination package consisting of two bucket loaders, two concrete mixers, and one dump truck. Each introductory package will contain an attractive display card for [illegible] impact. Not only will this new package [illegible] jobber and dealer, but more attractive trade discounts are also planned. To assure delivery on all models by February the trade is urged to order now.

OLYMPIC SPORTING GOODS' FOOTBALL OUTFIT

Hy Ullman, Olympic Sporting Goods Company, 598 Broadway, New York 12, says that their three-piece football outfit has been proving to be a highly successful promotional item. Says Mr. Ullman, "We believe that every buyer is today looking for the utmost in quality and price. With this in mind we designed a special three-piece football outfit consisting of football pants, jersey and set of emblems that could be retailed at $3.98. This 'Olympic' special lost no time in taking hold and [illegible] were sold throughout the country by leading department stores." Mr. Ullman, son of Hy, who is in charge of sales, states that their firm is now displaying a new popular prices professional and juvenile baseball line at their permanent showroom. He describes it as an outstanding value consisting of a junior baseball suit combination including baseball suit [illegible] and individually boxed at an attractive price.

PLAYSKOOL FACTORY ENLARGED

A new addition of 10,000 sq. ft. to the second since the war is announced by the Playskool Manufacturing Company of Chicago, makers of the nationally advertised line of Playskool Educational Toys. This gives the large, modern factory of Playskool a total of 85,000 sq. ft. In addition in the past few months, over $50,000 worth of new equipment have been added to the manufacturing facilities of Playskool so that this company is now in a position to turn out the largest volume of educational toys in its history.



YOU BET! It's one of the new Lyman Outboard Runabouts, Clinker-built for better performance and longer life. Balanced design for greater seaworthiness — exceptional beam and depth for extra safety and roominess, priced to make them the outstanding values in the outboard field

Outboard Runabouts available in 13- and 18-ft. sizes. Also the "Ideal," a dual purpose combination rowing and outboard boat; and a new 13-footer designed for use with motors up to 10 h.p.

The 18-ft. "Islander"

A medium speed inboard, designed primarily for fishing and trolling and for family use where high speed is not essential. A husky able, sea boat, perfect for open water use.

Write for literature and the name of your nearest Lyman dealer.

LYMAN BOAT WORKS 1615 FIRST STREET SANDUSKY OHIO

Among the newer predicted log races in the East is the one sponsored by the Bayside Squadron for the Dreher Trophy, presented by Walter F. Dreher and placed in competition for the first time this year. A feature of this race was the participation of four sailormen who gave up sails for their gasoline auxiliaries for the contest. First place went to Arthur Johnson's *Deon III*, closely followed by Walter Juettner with his new flush-decked 30' auxiliary sloop *Norseman*.

Turning to the Pacific Coast, where predicted log races were popular for years before the USPS had any local squadrons out there, we find that the 150-mile ocean race for the coveted James Craig Trophy, which was donated by the A.P.B.A. for this event sponsored by the Long Beach and the Coronado Yacht Clubs, was won again this year by Frank C. Ruppert of the Los Angeles Squadron. The word "again" is used advisedly because Ruppert won the trophy in 1941 only to be disqualified when it was found that his *Reveller* measured two feet less than the minimum established by the deed of gift. *Reveller II* is two feet over the 30' minimum. However, "again" is still correct in the letter as well as the spirit because the Los Angeles Squadron won last year through the navigation of Don A. Allison, N. Los Angeles Squadron was "again" in the news when member Paul R. Williams, AP, won the Isham Perpetual Trophy Race with his 33' cruiser *Lazy Daze* in the race from Los Angeles Harbor to Port Hueneme to Santa Barbara.

Farther up the coast, Past Commander Clarence A. Gilmer, of Portland (Ore.), donated a beautiful trophy which was placed in competition for the first time this year as the prize in a predicted log race held on October 12th. Winner of this first contest was *Crystal R*, owned and piloted by Bill Ruepell. Another new trophy on the Pacific Coast is the one provided by the Seattle Squadron in memory of its beloved Commander Leonard P. Heath. Put in competition for the second time at the Labor Day rendezvous of the Seattle Squadron, it was won this year by Allen Alair aboard his cruiser *Sea Gypsy*.

Conditions in the immediate area of many a local squadron have been found unfavorable for the predicted log type of competition. Such was the case at Rochester where several attempts to hold such a race brought only one or two entries, largely because of the lack of interesting and available check points. But a new type of competition peculiar to and typical of the Power Squadrons was devised. It was called Navigational Maneuvers and involved various problems whose solution depended upon ability to take accurate bearings, run accurate courses for accurate distances. The Rochester Trophy for such contests was put up by the Rochester Squadron in 1940 and since then has been won by Rochester on a team basis in 1940 and 1941. Revived again after the war, for the last two years competition has been won by Lockport. About the same time the same ideas occurred to some of the Squadrons of the 5th District with the result that the Patapsco River Squadron established a trophy for an annual Navigators' Cruise. Last year the contest was held on June 7th, Phil Gooding winning the main event and Marvin Stang winning in the novice group. Incidentally, in the crew of the latter's new *Little Bob* was Marvin's wife Irma and Miss Frances Kretsinger, both of whom are USPS certificate holders with the rating of "X." A similar contest is held each year in Detroit for the Chief Commander's Trophy presented by Past Chief Commander William K. Anderson. Winner of this event last August 9th was Richard C. Mertz in his 35' *Lady Jane*.

The log book of the USPS for 1947 cannot be closed without calling attention to one last entry of which we are justly proud. Last autumn southern Florida was hit not by one but by three severe tropical hurricanes. During the first one on September 17th, Commander Chester Bentley of the Fort Lauderdale Squadron kept an accurate log and has written a helpful description of a hurricane and what to do about it as he rode out the storm safely aboard his cruiser *Southward Ho* which he had taken up to the narrow headwaters of New River for the purpose. On October 11th, the Fort Lauderdale area was hit

MAGNETIC ACTION ICE HOCKEY GAME

Introducing a fast-action magnetic hockey game for two or four players. The men of opposing red and blue teams, moved by Magnetic Remote Control, skate rapidly over the ice, following the moveable puck to score goals as in real hockey.

We also manufacture these Magnetic Action Toys, patented in U. S. A. and Canada

MAGIC FARMYARD • SHIPS IN MOTION • MAGIC RABBIT RUN

REMOTROL COMPANY - 34 West 37th Street, New York 18, N. Y.

"A JURO PRODUCT . . .
A JOY FOR CHILDREN!"

. . . the overwhelming acceptance this colorful pair of ANIMATED CLOWNS, the newest additions to the popular "PLAY-MATE" line, has found in buying offices throughout the country.

THESE GREAT, BIG (18"), BEAUTIFUL DOLLS are dressed gaily in the finest materials, and have bells that jingle-jangle when the arms and legs are activated with the PATENTED pull-string, which makes them the delight of young and old.

Our pair of clowns are but two of the PROFIT-MAKING TEAM you are invited to inspect in Room 923 of the HOTEL McALPIN. An extensive promotion and advertising campaign, including radio publicity on 38 stations, helps sell these dolls to your customers before they reach your counters.

JURO NOVELTY COMPANY

12 West 18th Street, New York City - SHOWROOM: Room 354, 200 Fifth Avenue

MECHNER & CAMINITI REPRESENT BARCLAY CREATIONS

Barclay Creations, 36 South State Street, Chicago, the home of Fairy Lane and Arcadia Dolls, announce that Mechner & Caminiti, 200 Fifth Avenue, New York, have been appointed Eastern Sales Representatives. Buyers visiting the Fifth Avenue Building will find Fairy Lane and Arcadia Dolls on permanent display in Room 455.

For 1948, Barclay Creations have succeeded in designing an entirely new series of character dolls and have boxed them in an unusual manner. The dolls which will make their debut at the Toy Fair will be known as "The Original State Dolls of the U. S. A." Each doll is dressed in its authentic state colors. The bodies are of plastic, insuring sturdy construction and life-like qualities.

In addition to the creation of the entirely new characters in this line, the Barclay Creations firm feel that they have introduced a refreshing touch of originality in doll packaging, and it is unnecessary for the dealer to remove the doll from the box in order to display it, as each container has a window top.

It is anticipated that doll collectors throughout the country will not only want a doll representing the state in which she was born but dolls from those states she visits.

Old favorites in new dress.

Proved a Hit!

WITH YOUNGSTERS EVERYWHERE

Dealers

Cash in on this all season toy "natural" for all junior ages

Loader Model 47 LM

SUPER SIX Junior Mechanical TOY TRACTOR and LOADER

An ideal summer toy for the sandbox or at the beach, Super Six Junior performs a variety of play tasks outdoors and in. Fully mechanical—operates with push-pull windup. Scoops up, carries and dumps all kinds of small toys—three distinct operations. Super Six Junior is an actual working scale model of the big tractor-mounted Super Six Loader used on the farm. Helps to develop child's mechanical skill and understanding.

Super Six Junior is built to withstand hard play. Heavy duty all metal construction, mounted on sturdy rubber tires. Size with loader at carry level: 13 inches long, 6 inches high, 5½ inches wide. Tractor length: 8⅜ inches. Available in two models as shown. Standard packaging—12 to the carton.

Represented by

LINDSAY-BERGSTROM
209 Mercantile Building
Denver, Colorado

KEN ROBERTS
1355 E. Market St.
San Francisco, Calif.

AL MORITZ
1107 Broadway
New York, New York

AL BISSELL
335 W. Madison St.
Chicago, Illinois

Export

LIONEL-ESSEX CORPORATION
15 E. 26th Street
New York, New York

Tractor Model 47 PM

THE IDEAL OF EXPERIENCE

SUPER SIX MFG., INC.

TOY DIVISION • MINNEAPOLIS, MINNESOTA

NEW ED-U-CARD PACKAGES

To give the retailer a higher unit sale, Ed-U-Cards has just announced two new packages, each containing 2 of their colorful children's educational card games. These packages sell for 59c each, have eye-appeal and make an attractive kiddie gift item in the low-priced bracket. Each package is labeled with the age group recommended for the games, making it easier for the sales clerk to sell and the customer to buy. One set is for ages 3 to 8 and the other for ages 5 to 10. These new packages and the complete Ed-U-Card line, including a new idea in games for the very young, called a "Game-on-a-Chain" can be seen during the Toy Fair at the Hotel McAlpin, Room 1069, and 200 Fifth Ave., Chas. H. Carroll, Room 351.

ADVERTISING COURSES

Two new courses in advertising, one dealing with operation and procedure and the other covering advertising production, are being offered by Southern Methodist University, Dallas, in co-operation with the Dallas Advertising League.

Ira E. DeJernett, president of DeJernett Advertising Agency and governor of the 10th District, Advertising Federation of America, teaches the class in operation and procedure, while Dave McDonnell, account executive of Rogers & Smith Advertising Agency, teaches the class in advertising production.

A course in advertising copywriting offered by SMU last semester is being repeated with Nathe P. Bagby, executive vice-president of Leche & Leche, as teacher.

NEW ADVERTISING MANAGER

The appointment of Mrs. Lois Hale as advertising manager of W. A. Green Co. has been announced by Holmes Green, secretary-treasurer. She succeeds Roy E. Kyle, who had held the position since 1923 and who resigned effective Jan. 1 to join the Ferguson Advertising Agency as account executive.

Mrs. Hale has been associated with W. A. Green since 1933 and immediately preceding her promotion had served as assistant advertising manager. Starting in the mail order department, she later became the store's personal shopper. For a brief time she left Greens to be in the advertising department of Sears, Roebuck. She is a native Texan, a member of the Dallas Advertising League and the Dallas Business and Professional Women's Club.

3. Magnificent Bird of Paradise. *(Diphyllodes speciosa)*

Here Comes The BRIDE...

And The BRIDESMAID...

So LOVABLE... So REMARKABLE...

So SELLABLE!

You'll simply fall in love with these "lovelies"—designed for top "sales appeal" by MAJESTIC.

We predict everyone, everywhere, will go head-over-heels over these exquisite dolls—only two of the many sales "pace-setters" in the new MAJESTIC line. Sell them individually . . . sell them together as a 2-in-1 package . . . sell them all year 'round for the greatest toy profits of your life!

BRIDE DOLL, No. 666 Fully 18" tall, all composition, a creation of artists, with realistic features throughout! Head, arms, and legs that can move and be adjusted to the cutest positions. Sleeping eyes, sparkling white, set-in teeth, and neatly curled, soft, honey-colored hair crowned by a sweeping white veil. Coloring that's rich and flesh-like. And she's draped in a flowing bridal gown of rich white satin and lace, with a tailored slip and panties underneath, dainty pumps and stockings on her feet . . . all removable. Truly a typical MAJESTIC creation, individually boxed and priced for quick sales at $72 dozen.

BRIDESMAID DOLL, No. 665 Also 18" tall, and lovely with her movable head, arms and legs, sleeping eyes, and white set-in teeth sparkling against her ruby-red lips, and fine pink face. Her soft, carefully curled hair has flowers in it for the occasion, and on her head she wears a lace-trimmed picture hat made of the same moire taffeta as her sweeping bridesmaid's dress. Her dress itself has a full skirt, big puffed sleeves, and a smart trim of warm black velvet. Underneath, she's fully clothed in removable, tailored slip and panties; her feet in white pumps and stockings. This fine example of MAJESTIC's distinctive art is individually boxed and priced for rapid profits at $72 dozen.

Other fast-selling dolls from $8.00 dozen • Write today for our new catalog

MAJESTIC DOLL & TOY CORP.
Creators and manufacturers of quality dolls, toys and novelties
112 Bleeker Street
New York 12, N. Y.
GRamercy 3-0744

Sturdy toy case

STRATHMORE TOY AND DOLL ACCESSORY CASES

Toys and dolls can go traveling with their young owners if they have one of the new toy and doll accessory cases manufactured by the Strathmore Co., Aurora, Ill. Sturdily constructed with modern nickel plated hardware, finished in attractive color combinations, this popular Strathmore item is just the think for youngsters who love to pack and unpack their possessions. The retail price is $2.00

Stake body truck

MOTORS GUARANTEED FOR LIFE

So enthusiastic have buyers been over the sales and merchandising power of motors guaranteed for life that their response has been instantaneous and the Courtlandt Manufacturing Company factory has been working day and night turning out orders and repeats.

Also, for the first time, buyers are not getting returns on sales. A written guarantee in each individually boxed toy states that the motor can be returned to the factory should it ever cease to operate in a satisfactory manner. The consumer deals directly with Courtland Mfg Co., not with the store where it was purchased.

Parents Magazine gave Walt Reach trucks an illustrated write-up in July. Parents Magazine said:

"The bright colors and lifelike look of this gasoline truck (one of the numbers featured) will delight the child who winds it up and sends it speedily on its way. No worries about motor trouble; mechanism is guaranteed, will be replaced or repaired for 25 cents which covers shipping charges. Truck is made of steel and aluminum, has rubber wheels. $1.25 in stores. . . ."

Publicity is expected on these numbers in *Mechanics Illustrated* and *Popular Mechanics* in the Christmas issues.

The article in Parents Magazine has caused many mothers to write direct for the trucks and many dealers claim that parents have come to their stores asking for the Walt Reach trucks with motors guaranteed for life which they saw in the magazine According to Walt Reach, president of Courtland Mfg. Co., the acceptance of parents and magazines of motors guaranteed for life is proof of the good judgment of toy buyers who have placed orders for these numbers. Walt Reach toys with

Motor is easily removed

guaranteed lifetime motors are on display at 108 Breslin Toy Circle, 1186 Broadway, New York City

FIRE CHIEF HAT

The Fire Chief Hat, which is almost an exact copy of the real thing, continues to be a favorite of children at toy, novelty and variety store counters throughout the country. It is made of molded fibre. It's extremely durable and water repellant. Finished in bright red, it fits all children's heads. Suggested retail price 59c. Packed 3 dozen to a carton. Weight 10 lbs. gross. Irving L. Hartman Co., 62 West 39th St., New York 18, N Y., manufacturers of the Fire Chief Hat is in a position to make speedy shipments, regardless of quantity.

For junior firemen

Transplastic's inflated magnetic fish have year round play value

"ITTY BITTY" FISHING GAME

Five gaily colored, permanently inflated plastic fish, fishing pole and line with a magnet for the "hook"—catches fish by their metal noses. Color-fast Vinylite plastic—equally at home in tub or at a table. Set complete, in attractive display box retails at $1.00. Transplastic Mfg. Co., Inc., 109 West 24th St. New York 11.

Majestic introduces "Sweetie" No. 672 in their "Feature" line

"SWEETIE" DOLL BY MAJESTIC

No 672 in the "Feature" line is "Sweetie," a lovely 16" composition doll with moveable head, arms and legs. She has a bright face with sleeping eyes, set-in teeth and a very pretty hair-do. She's dressed in a cute, crisp custom-featured pinafore of checked rayon taffeta in choice colors, plus lace-trimmed blouse and panties, and laced shoes and stockings. To retail from $5.95 "Sweetie" is manufactured by the Majestic Doll & Toy Corp., 737 Broadway, New York 3. N. Y.

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And The
BRIDESMAID...
So LOVABLE...
So REMARKABLE...
So SELLABLE!

You'll simply fall in love with these "lovelies"—designed for top "sales appeal" by MAJESTIC.

We predict everyone, everywhere, will go head-over-heels over these exquisite dolls—only two of the many sales "pace-setters" in the new MAJESTIC line. Sell them individually . . . sell them together as a 2-in-1 package . . . sell them all year 'round for the greatest toy profits of your life!

BRIDE DOLL, No. 666 Fully 18" tall, all composition, a creation of artists, with realistic features throughout! Head, arms, and legs that can move and be adjusted to the cutest positions. Sleeping eyes, sparkling white, set-in teeth, and neatly curled, soft, honey-colored hair crowned by a sweeping white veil. Coloring that's rich and flesh-like. And she's draped in a flowing bridal gown of rich white satin and lace, with a tailored slip and panties underneath, dainty pumps and stockings on her feet . . . all removable. Truly a typical MAJESTIC creation, individually boxed and priced for quick sales at $72 dozen.

BRIDESMAID DOLL, No. 665 Also 18" tall, and lovely with her movable head, arms and legs, sleeping eyes, and white set-in teeth sparkling against her ruby-red lips, and fine pink face. Her soft, carefully curled hair has flowers in it for the occasion, and on her head she wears a lace-trimmed picture hat made of the same moire taffeta as her sweeping bridesmaid's dress. Her dress itself has a full skirt, big puffed sleeves, and a smart trim of warm black velvet. Underneath, she's fully clothed in removable, tailored slip and panties; her feet in white pumps and stockings. This fine example of MAJESTIC's distinctive art is individually boxed and priced for rapid profits at $72 dozen.

Other fast-selling dolls from $3.00 dozen • Write today for our new catalog

MAJESTIC DOLL & TOY CORP.
Creators and manufacturers of quality dolls, toys, and novelties
112 Bleeker Street
New York 12, N.Y.
GRamercy 3-0744

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Other fast-selling dolls from $8.00 dozen • Write today for our new catalog

MAJESTIC DOLL & TOY CORP
Creators and manufacturers of quality dolls, toys, and novelties
[illegible] New York 12, N. Y.
GRamercy 3-0744

LITTLE RED INJUN

Steam Engine

A year 'round seller for stores

LIST PRICES
MODEL "F"—
$4.95 Each
(Fuel Heat)
MODEL "E"—
$5.95 Each
(Electric Heat)
F.O.B. DETROIT

An Educational Toy

A REAL STEAM ENGINE

Safe Instructive Entertaining

Safety Valve
Steel Boiler
Brass Cylinder
8" High

See it at N. Y. Show March 8-20 Rooms 1161-3-5 Hotel McAlpin

Liberal Sales Policy

MANUFACTURED BY

MAJOR TOY COMPANY, INC.

2600 22ND STREET DETROIT 16, MICH.

¾" Scale Model

British SE5a!!

RETAIL
$1.50

IT'S A GREAT BUY!

Kit complete with all materials — choice printed balsa, decals, wheels, exact scale plans, AA tissue, wire, etc. — less liquids.

Construction Time, 4 Evenings

PACKAGED IN SALES PROMOTING CARTON—IN COLOR

JOBBERS are asked to write for complete details and sample kit. Dealers should contact Jobbers.

Standard Discounts

SCALEMASTER Model Aircraft Co.

P. O. BOX 585
GRAND RAPIDS, MICH.

World Hobby Exposition Crowded

One of the most reassuring proofs of growing hobby interest is the record-breaking attendance at the World Hobby Exposition which was held February 21 through 28 in the Coliseum, 1530 S. Wabash Avenue, Chicago. One hundred and thirty-nine exhibitors, ranging from manufacturers to distributors to large department stores and small dealers, not to mention the U. S. Army and Navy, displayed an estimated variety of five hundred different kinds of hobbies to a public which included young children as well as oldsters in obvious retirement.

Admission of one dollar for adults and sixty cents for children proved no obstacle to the fifteen to twenty thousand people who daily jammed the place on the opening week-end. Monday attendance benefited from Washington's birthday holiday which closed schools, numbers of business houses and industries.

Show hours were wisely scheduled from 1:00 to 11:00 P.M. daily, with many special exhibits and events and with demonstrations run off at specified hours during the afternoons and evenings in the activities area, main hall, ballroom, and mezzanine.

Home workshop drills and other tools were juxtaposed to the newest in television receiving sets; weaving looms stood near model aircraft booths. Needle work vied with the latest editions of encyclopedias. Newest craft materials for plastic or leather work or wood sculpture were as crowd-drawing as the booth which urged the raising of chinchillas for fun and profit. Several camera and photographic equipment houses offered everything for the snapshot addicts and serious photo hobbyists as well as conducting a photo contest with live models and the screening of movies in the Revere Theatre, located in the ballroom. Model Railroaders had a heaven all their own in the Model Railroad Roundhouse set up in the South hall.

Race car speed contests and warm-ups of model plane engines for flight demonstrations brought the crowds on the run from every section of the Coliseum. The Signal Corps' dry ice seeding, comparable to actual recent experiments in man made snow, commanded more than passing interest from the spectators. The Corps' display of the Zeiss lens collection, conservatively valued at a million dollars and totaling nearly two thousand different types of lenses, aroused as much curiosity as the Navy's Pratt & Whitney engine on display in another part of the activities section.

Out in the main hall, the Cozzone model of the George Washington bridge in New York rivalled the B & O Model Train in the South hall for crowd admiration. Philatelists had their own gala show featuring rare stamps in hundreds of frames along the mezzanine walls and roamed the bourse tables to buy or trade, while lovers of excellent photographic prints enjoyed the First International Salon entries hung in another gallery on this floor.

Radio hams seemed to be as popular as the Navy's hometown newspaper service. The school-aged businessmen in the Junior Achievement booths drew admiring glances from many adults old enough to be their parents. The bus completely equipped as a machine and woodworking shop had a steady line of passers-through. Young and old sat down at chess boards to pit their skill against the experts on hand.

Several other booths capitalized on that natural crowd stopper, audience participation. One exhibit of a liquid plastic allowed passers-by to experiment with this comparatively new hobby material. A leather supply house hung hides in its space so that "customers" could feel the skins and admire the colors. A glass-blowing firm had hundreds of tiny glass animals and other objects on top of display cabinets within close range of the curious. A lace making company had an instructor-demonstrator on hand to help any woman timid about trying so difficult an art as this.

One young boy suddenly snapped out of his intense absorption in an exhibit to nudge his companion and ask in alarm, "Say, where's my mother? She was here a minute ago!"

A minute? It had probably been an hour. For the crowds at the show completely lost track of time and forgot their everyday worries in one of the best of all possible escapes: hobbies.

Even the exhibitors seemed satisfied.

LITTLE RED INJUN

STEAM ENGINE

A year 'round seller for stores

LIST PRICES
MODEL "F"—
$4.95 Each
(Fuel Heat)

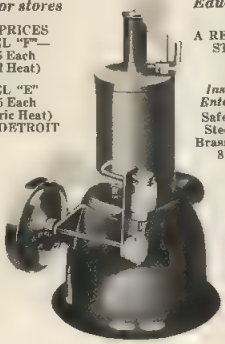
MODEL "E"
$5.95 Each
(Electric Heat)
F.O.B. DETROIT

An Educational Toy

A REAL STEAM ENGINE

Safe Instructive Entertaining

Safety Valve
Steel Boiler
Brass Cylinder
8 High



See it at N. Y. Show March 8 - 20 Rooms 1161-3-5 Hotel McAlpin

Liberal Sales Policy

MANUFACTURED BY

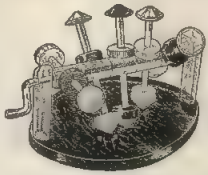
MAJOR TOY COMPANY, INC.

2600 22ND STREET DETROIT 26, MICH.

WHIRL-DROP

"The QUALITY CRANK TOY"

Rainbows of bright color and pleasing sound as the ten weights alternately hit the axle and the gem shaped stops.



Retail Price
$1.75
each

SIZE:
8¼" x 5"
x 5⅝"

2,380,273
Pat. No.

Placed on Counter . . . Sells Itself

* * * SEE IT AT THE FAIR * * *

HOTEL McALPIN — JACK SHAPIRO — Rooms 1161-65

HOTEL BRESLIN — RICHARD WALTERS DISTRIBUTING CO.

Represented in: BOSTON by Ralph F. Hartley, 46 Long Ave., Allston; ATLANTA by Burgess Toy Sales Co., 70 Houston St. Bldg.; SAN FRANCISCO by Wm. R. De Field, 595 Market St.; MINNEAPOLIS by Les Taylor & Neil Fisher, 905 Foshay Tower; NEW ORLEANS by Urbes A. Pfeffers, P. O. Box 798; CHICAGO by Jack Shapiro, 200 N. Wells St.

Packed in 3-color box, 12 to case, approx. ship. wt. 12 lbs. to case

TAPLIN TOYS, INC.

3716 - 40 AVE., SO. MINNEAPOLIS 6, MINN.

You Can't Afford to Miss Our Unusual Display of

DOLL HOUSE MINIATURES

RUBBER TOYS

CHARACTER DOLLS

CHRISTMAS TREE ORNAMENTS

and other
Outstanding Novelties

CELA-BRITE PRODUCTS CO.

1140 Broadway New York 1, N. Y.
MU. 5-5717

IMPORTANT

REMINDER

WOLVERINE

urges you to

ORDER NOW

to avoid the possibility of disappointment later.
See the Line . . . Order *NOW*

WOLVERINE

WOLVERINE SUPPLY & MFG. CO.
Factory: Pittsburgh, Pa. . . . N. Y. Office: 200 5th Ave.

YOU GET DOUBLE Sales Appeal with Judy TOYS

Judy Puzzle Inlays

Popular, fast sellers—because Judy Puzzles are familiar to children through playtime activities. They are fun-learning, appealing to children from 2 to 6 years.

Size, 9 x 12", in 70 different patterns.

SALES REPRESENTATIVES:

Block House, Inc.
1107 Broadway
New York, N. Y.

Atlanta Toy Mart
175 Peachtree St., N. E.
Atlanta, Georgia

The Toy Market
1424 Merch. Mart
Chicago, Ill.

Clifford Gottlieb
Room 358,
707 Broadway
Los Angeles, Calif

E. B. Chamberlin
203 Term. Sales Bldg
Seattle 1 Wash

The JUDY Company
107 Third Avenue No., Minneapolis, Minn

SALKIN AND LINOFF ACQUIRE NEW STORE

Salkin & Linoff, Incorporated, owners and operators of thirty-six department stores throughout the Northwest, announce the completion of the remodeling program of their newly purchased department store in Thief River Falls, Minnesota.

Before being acquired by Salkin & Linoff, the store was operated by the Oen Mercantile Company, founded in 1889 by Rasmus Oen, father of Roy J. Oen, former president of the store. It was the oldest business firm operating in the city.

The new owners have made comprehensive changes in the store; among them, adding new departments and 4,875 square feet for soft lines alone. The entire building includes three selling floors, consisting of 31,500 square feet.

The departments covering women's apparel, shoes, millinery, infant's and girls' wear have all been enlarged. The entire second floor is now covered with 8,500 square feet of asphalt tile. Six new fitting rooms have been added to the downstairs store. New enclosed tables and glass show cases have been installed throughout the store.

Unusual improvement has been effected with the installation of fluorescent lighting in the recent remodeling.

Clarence R. Waldera, new manager of the store, has been with the Salkin & Linoff Company as manager of several of their stores since 1927 and left the company store at St. Cloud, Minnesota, to take over his present position.

The S & L Company was founded in Elkton, S. D., in 1921 by Samuel F. Salkin and J. L. Linoff. S & L Stores are now operating in Minnesota, North and South Dakota, Iowa, Montana, Wisconsin and Illinois.

Salkin & Linoff executive offices and warehouses are located at 400 First Avenue N., in Minneapolis. They own and operate their own buying office at 225 West 34th Street, New York City.

BASEBALL GAME PROMOTION AT LIT BROTHERS

Four major league ball players were in Lit Brothers' Toy Department all day Saturday, October 16, to autograph a new baseball game that is being sold exclusively in Philadelphia at Lit Brothers.

The unique "Autograph Baseball Game" has the autographs of 36 major league stars around the borders of its green Masonite playing field. Every play in the big league game is possible in this "Autograph Baseball Game" and each play happens in just about the right percentage of cases. Scores come out surprisingly close to actual ball-game scores.

Players who were in Lit Brothers' Toy Department Saturday, October 16, to add another personal autograph or two to the game for baseball fans were: Early Wynn of the Washington Senators; Bill McCahan, Philadelphia Athletics; Dell Ennis Philadelphia Phillies, and Micky Harris, Boston Red Sox.

Among the home run kings whose autographs appear on this game are "Hank" Sauer, Cincinnati Reds, and Vern Stephens, Boston Red Sox; famous pitchers, Harry "The Cat" Brecheen, St. Louis Cardinals, and Ralph Branca, Brooklyn Dodgers; great outfielders, Enos "Country" Slaughter, St. Louis Cardinals, and Grant Mitchell, Cleveland Indians, as well as other big league stars.

The game is being sold in Lit Brothers' Magic Lady Toyland, third floor.

Brass and aluminum cannon

AUTHENTIC CANNON BY MALATOY

Machined from solid brass and aluminum this sturdy authentic cannon is the first of a series of lifetime toys to be manufactured by the Malatoy Co., 235 Indianola Ave., Youngstown, Ohio.

Master craftsmen designed and constructed the rugged toy to survive even the roughest handling. Breach loading, the cannon is capable of lobbing a pellet approximately 40 feet. The pellet has no penetrating force and will not injure or mar.

The eight-inch barrel and pedestal of the gun are solid brass finished in a gun metal. The air cylinder and handles of control wheels are natural brass. The slide channel is nickel plated with a satin finish. The turret yoke is bright copper. Control wheels and base are formed of solid aluminum. A rubber shoe fits around the base to prevent scratching and sliding.

The gun has a vertical elevation and a horizontal turret ratio of 45 degrees each. The barrel has a one-inch recoil, adding reality.

The excellent workmanship and quality materials make this item adaptable as a desk piece for father as well as a toy for son.

The manufacturer announces that several ample pieces are now available for this Christmas and invites inquiries.

BUTLER BROTHERS APPOINTMENT

E. Tanner Johnson, Manager of the New York Buying Office, has been appointed Special Assistant to W. L. Smith, Vice President and Director of Merchandising of Butler Brothers. Mr. Johnson has been in charge of the New York Buying Office since early 1947. Prior to that he was connected with Montgomery Ward & Company for 19 years in various executive capacities.

Mr. Johnson will be located in Chicago and will assume his new position about October 4.

The No. 500 Locomotive

A New Addition to the Famous Maplecrest Line of Quality Products

No. 500—LOCOMOTIVE

Beautiful — Safe — Sturdy. 20 Gauge steel welded construction. Flashy Red Baked enamel finish with gold decal trim. Black strip and handle. Length 24"—Width 7"—Height 12". Packed 1 per carton. Weight 96 lbs. per doz.

Be sure to See it at the TOY FAIR Room 351, Fifth Avenue Bldg.

Maplecrest MANUFACTURING CO.

1455 WEST CONGRESS STREET
CHICAGO 7, ILLINOIS
PHONES HAYMARKET 5416-7 8

LINE ON DISPLAY:
CHICAGO: 1421 MERCHANDISE MART
NEW YORK: 351 FIFTH AVENUE BUILDING

H. A. JOHNSON, Gen. Mgr.

LES PETERS, Sales Manager

MARCIE'S
BRIDE and GROOM
IN ALL THEIR NUPTIAL GLORY

Genuine MARCIE dolls luxuriously costumed. The BRIDE in rich, white satin, with flowing veil and Orange Blossom Bouquet . . . and the GROOM! Sartorially correct in black cut-away, grey striped trousers, white shirt, wing collar, grey silk cravat, white waistcoat and black or grey chapeau, to top it all.

Both BRIDE & GROOM delivered nestling together in a white wedding box.

UNUSUAL • A SURE-FIRE SELLER • SAMPLES AND PRICE ON REQUEST

Send for illustrated catalogue of complete MARCIE line

A & H DOLL MANUFACTURING CO.

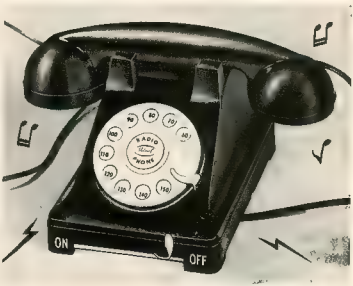
48-14 43RD AVENUE, LONG ISLAND CITY 4, NEW YORK

KIDDIES' 1-TUBE PORTABLE RADIO

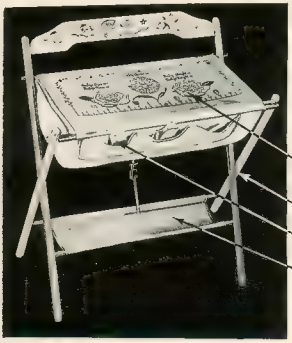
SPIN THE DIAL...
TUNE IN YOUR FAVORITE
RADIO PROGRAM

- BATTERY OPERATED
- PLASTIC TELEPHONE HOUSING
- ON-OFF SWITCH
- KEEPS CHILDREN AWAY FROM EXPENSIVE SETS

Stores Everywhere Re-ordering and advertising this number!



$4.98 RETAIL
PLUS $1.00 FOR LONG-LASTING BATTERY



NEW LOOK

IN IDEAL'S
DOLL BATHS

WITH FEATURES NEVER BEFORE FOUND ON ANY DOLL BATH.

No. BA-4 Size 21"x24"x13"

$3.98 Retail

- Decorated plastic top, including inch marker for measuring doll.
- Hardwood frame in pastel colors.
- Comes with Soap, Sponge and Wash Cloth.
- Convenient bottom plastic accessory tray.

Available also in $2.98 and $4.98 sizes.

ARTOYS, INC. A DIVISION OF IDEAL NOVELTY & TOY CO., 200 FIFTH AVE., NEW YORK 10, N. Y.

Chromatically tuned with real jet black keys that actually play

Futurland GRAND

Dimensions
Width: 8½ inches
Length: 11½ inches
Height Overall: 7¼ inches

Attractions:

- ★ 17 Plastic keys
- ★ Real sharps and flats
- ★ Chromatically tuned
- ★ New type, patented Sound Board
- ★ Feather touch action
- ★ Colorful two-tone variegated plastic
- ★ Removable legs and music stand
- ★ Colorfully packaged
- ★ Complete with music

1948's top-rated musical toy hit . . . the musical toy with 17 plastic keys, 10 white and 7 jet black keys that actually play . . . the only table model toy piano that has sharps and flats. Fabricated of sturdy washable molded plastic in bright toy-tested colors . . . Futurland toys have always been leaders in sales, profits and consumer acceptance. Amazingly low priced for volume turnover.

Write for prices and information

No. 412 packed 1 dozen to a carton. Shipping weight 24 lbs per carton Terms 2% 10 days net 30 days F O B Los Angeles Regular trade discounts Newspaper mats available

Representatives
Jalof & Lewis, 1110 Wilshire Blvd., Los Angeles 14, Calif
Toy Market, 1424 Merchandise Mart, Chicago 54, Illinois
A. J. Frank, 200 Fifth Avenue, New York 10, New York
Russell D. Jesse Co., 511 Spring St., N.W., Atlanta 3, Ga.

Trademark A Futurland Toy MATTEL

Mattel Creations 8434-36 Warner Drive, Culver City, California

A new low price for volume sales

Birdy Bank

Youngsters Delight...sturdy animated toy bank. Made of colorful molded plastic in assorted bright colors. Birdy's beak drops coin down the chimney when his tail is tilted...then returns to an upright position... constructed with a simple locking plug at base of bank for removal—Bank on Birdy Bank for toy sales.

No. 406 packed 3 dozen carton, shipping weight 10 lbs. 6 dozen carton, shipping weight, 18 lbs. Terms: 2% 10 days, net 30 days. F. O. B. Los Angeles. Regular trade discounts. Newspaper mats available.

Write for new prices and information

Representatives

Jalof & Lewis
1110 Wilshire Boulevard
Los Angeles 14, Calif

Toy Market
1424 Merchandise Mart
Chicago 54, Illinois

A. J. Frank
200 5th Avenue
New York 10, New York

Russell D Jesse Co.
511 Spring St., N. W
Atlanta 3, Georgia

Produced by A Fairyland Toy MATTEL

Mattel Creations 8434-36 Warner Drive, Culver City, California

America's Premier Stock Cruiser—the level-running Matthews "38".

MATTHEWS—YOUR ULTIMATE CRUISER

You'll be getting all of these features in your Matthews!

Monel fuel tanks
Monel water tank
Monel sink
Monel hull fastenings
Monel screens
Forward deck lounge rails
Stainless steel sink top
Dry, non-pounding hull
Deep 9-inch spring mattresses
Electric water pressure system
Power bilge pump
Two hatches with ladders
Hinged spar with yardarm
Electric fuel tank gauges
Matthews Safety Duslock
Canopy over aft cockpit
Efficient 200-lb. ice box
Aft cockpit side curtains
Protecting skeg under propellers

Dimensions: length 39'11" o.a., beam 11'8", draft 3'2". Weight approx. 22,000 lbs. Speeds to 23 m.p.h.

THE Matthews "38" De Luxe Sedan has everything you have always wanted in your cruiser—smart conservative styling—complete accommodation for 6 people—cabin arrangement to afford utmost privacy—two toilets and lavatories—large complete galley—enclosed screened deckhouse—roomy aft cockpit for fishing and lounging—the perfect home afloat.

You can add also the complete shower bath and hot water system as well as fish box and fishing chairs.

OUR *58th* YEAR

ON DISPLAY
NATIONAL MOTOR BOAT SHOW
Grand Central Palace, New York City

Send for the new 1948 4-color catalog and check every feature as well as price against any 40-footer afloat. Your ultimate choice will be a Matthews.

Price (subject to change) with standard equipment: single screw $14,780; twin screw $16,555 and up, afloat at plant.

THE MATTHEWS CO.
PORT CLINTON 2, OHIO
DEALERS COAST-TO-COAST
In Miami: Matthews Cruisers, Inc., 1825 Biscayne Boulevard

"Wherever you cruise . . . you'll find a Matthews"

Mayfair Dolls

- BABY DOLLS
- GIRL DOLLS
- BRIDE DOLLS

All sizes — a big variety — beautifully and originally dressed, **Plastic and Latex.**

☆

High Quality at Popular Prices

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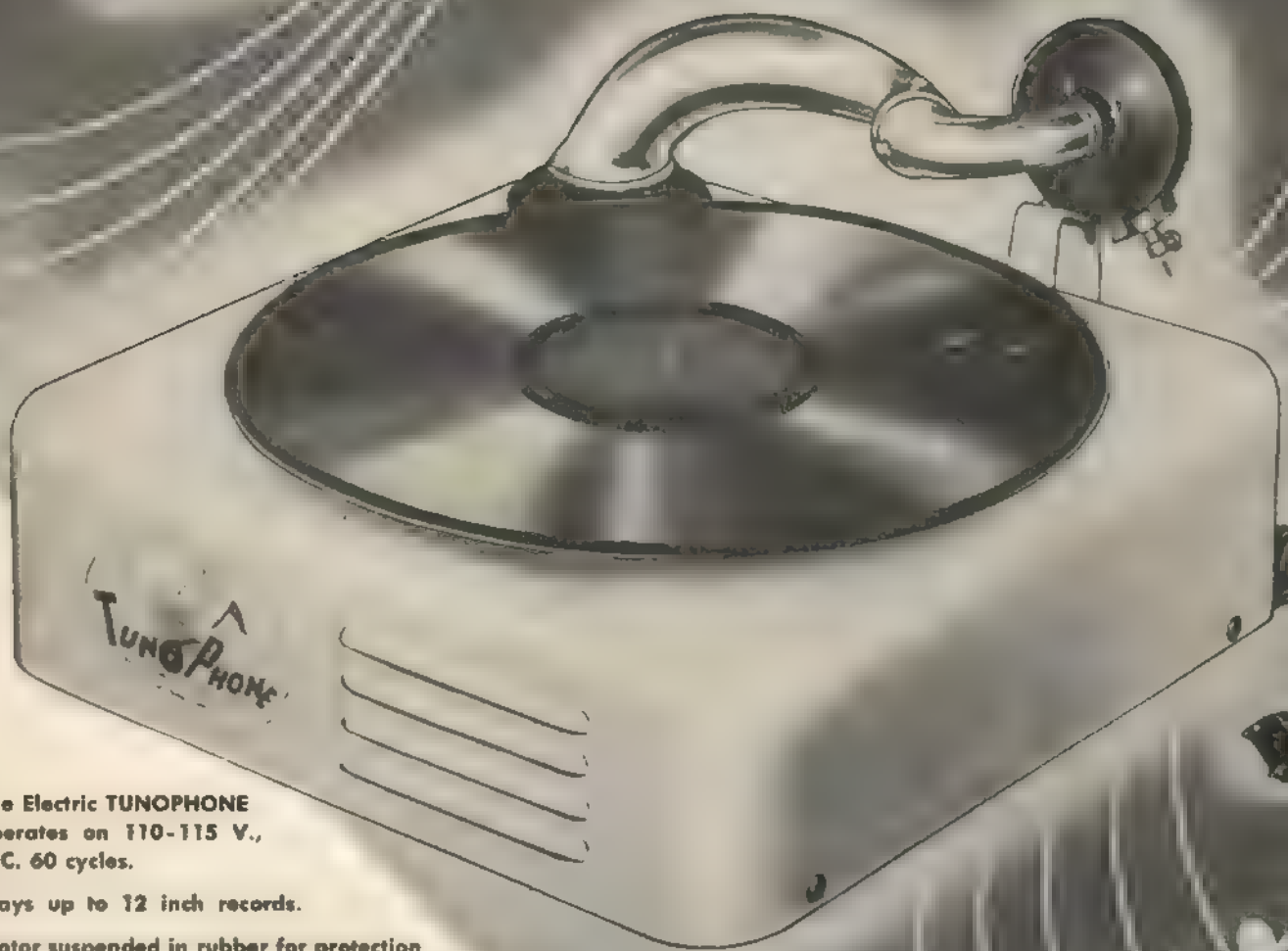
STRAUSS & RICHSTONE, Inc.

LEO STRAUSS • MURRAY RICHSTONE • MORTON COYE

SHOWROOMS AND OFFICES: 200 FIFTH AVENUE, ROOM 400, NEW YORK 10, N. Y.

"TUNOPHONE"

Electric Phonograph



- The Electric TUNOPHONE operates on 110-115 V., A.C. 60 cycles.
- Plays up to 12 inch records.
- Motor suspended in rubber for protection against shocks and jars.
- Sturdy light weight aluminum cabinet.
- Fine enamel finish in pastel ivory, blue and pink.
- Packing: each in corrugated carton. 6 in shipping carton.
- Weight: 35 lbs. per carton.

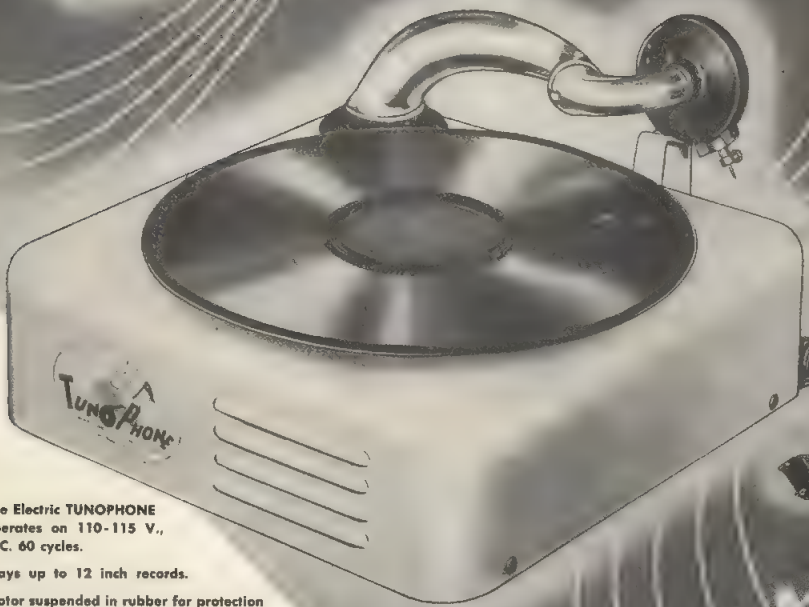
Mfgd. by **HIGHLAND MFG. CO.**, Fort Thomas, Ky. (Shipping Point, Cincinnati, Ohio)

Strauss & Richstone Inc.

Mayfair Dolls
•BABY DOLLS
•GIRL DOLLS
•BRIDE DOLLS
All sizes — a big variety — beautifully and originally dressed, Plastic and Latex.
☆
High Quality at Popular Prices
SOLE SALES REPRESENTATIVES
STRAUSS & RICHSTONE,
SHOWROOMS AND OFFICES, 200 FIFTH AVENUE, ROOM 409, NEW YORK 10, N. Y.

"TUNOPHONE"

Electric Phonograph



- The Electric TUNOPHONE operates on 110-115 V., A.C. 60 cycles.
- Plays up to 12 inch records.
- Motor suspended in rubber for protection against shocks and jars.
- Sturdy light weight aluminum cabinet.
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- Weight: 35 lbs. per carton.

Mfgd. by **HIGHLAND MFG. CO.**, Fort Thomas, Ky. (Shipping Point Cincinnati, Ohio)

SOLE REPRESENTATIVES

Strauss & Richstone Inc.

200 FIFTH AVENUE
NEW YORK 10, N. Y.

No matter what price-class washer you want

you get more for your money with Maytag!

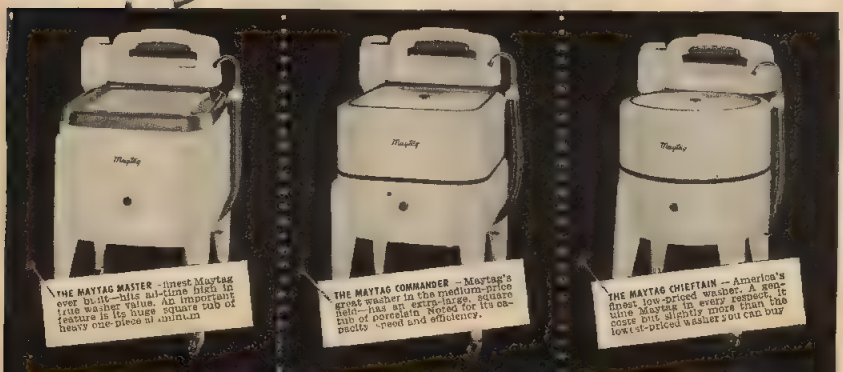
Did you know that you can get a genuine Maytag for scarcely more than you'd pay for the lowest-priced washer on the market?

And did you know that Maytag prices have increased far less than those of washers in general? In fact, Maytag's percentage of increase is less than half as much as the average — comparing all today's washer prices with those of all washers in 1941.

You certainly know Maytag's reputation for quality and all 'round excellence . . . extra-fast, extra-efficient washing performance . . . the rugged dependability that's built into every part. These are some of the reasons more than five million Maytags have been sold — far more than any other washer.

And now you can start using a Maytag right away. If your dealer can't deliver your new Maytag immediately, ask about the Maytag Accommodation Plan, making a Maytag available for use in your home till your own arrives. For earliest possible delivery, order immediately; small down-payment and easy monthly terms. The Maytag Company, Newton, Iowa.

ASK ANY *Maytag* OWNER



THE MAYTAG MASTER — finest Maytag ever built—this all-time high in true washer value. An important feature is its huge square tub of heavy one-piece aluminum.

THE MAYTAG COMMANDER — Maytag's great washer in the medium-price field—has an extra-large, square tub of porcelain. Noted for its capacity speed and efficiency.

THE MAYTAG CHIEFTAIN — America's finest low-priced washer. A genuine Maytag in every respect. It costs but slightly more than the lowest-priced washer you can buy.

DREAM GIRL DOLLS

. . . By Helene Mazel

The Bride Doll shown is 7" tall, exquisitely dressed in net over white satin, trimmed with silk ribbon; real hair, realistic head, arms and hands. Supplied at a price to assure *volume sales*. Individually boxed . . . Our popular "Bride Family" comes in six different styles. Write for circulars and prices . . . Jobber inquiries invited.

MAZEL and COMPANY

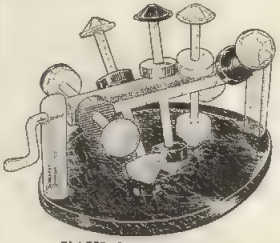
653 MILWAUKEE AVENUE CHICAGO 22, ILL.

TELEPHONE: MONROE 1086

WHIRL-DROP

"THE QUALITY CRANK TOY"

Rainbows of bright color and pleasing sound as the ten weights alternately hit the axle and the gem shaped stops.



Retail Price $1.75 each

SIZE: 8¼"x 5" x 5⅝"

Pat No 2,380,273

PLACED ON COUNTER—sells itself.

★ ★ ★ SEE IT AT THE FAIR ★ ★ ★

HOTEL McALPIN — JACK SHAPIRO ROOMS 1161 - 65

HOTEL BRESLIN - RICHARD WALTERS DISTRIBUTING CO

Represented in BOSTON by Ralph F. Hartley, 40 Long Ave. Allston, MINNEAPOLIS by Les Taylor & Neil Fisher, 303 Foshay Tower; ATLANTA by Burgess Toy Sales Co 70 Houston St. Building, NEW ORLEANS by Urban A. Pfefferle, P O Box 738, SAN FRANCISCO by Wm. R DeField, 903 Market St., CHICAGO by Jack Shapiro 268 North Wells St

Packed in 3 color box, 12 to case, approx ship wt 12 lbs. to case

TAPLIN TOYS, INC.

3716 - 40 AVE., SO. MINNEAPOLIS 6, MINN.

HEADQUARTERS FOR

CARDBOARD HORNS

in seven different designs and with new metal mouth piece

ALSO

METAL NOISEMAKERS

in 50 piece assortments and by the gross

CANES, MEGAPHONES, PAPER SHAKERS, CONFETTI

Send for Booklet

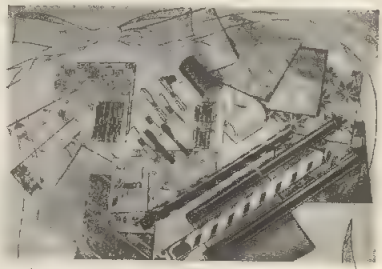
BUGLE TOY MFG. CO.

355 BARTON STREET PAWTUCKET, R. I.

NEW YORK OFFICE

1133 BROADWAY—ROOM 518

NORVIN FRANK, *Representative*



Smart profits with *Sm-art* products

Sm-art Wraps and Sm-art-Tyes for Christmas and everyday—the finest quality products for quick sales.

Our extensive line of gift wraps and tie ribbons are for resale and store use and are of smartly selected designs in top quality papers and ribbons

Write for complete information

SMITH-STEWART

PAPER PRODUCTS INC.

780 Wythe Avenue, Brooklyn 11, N. Y

New York Showroom: 230 Fifth Ave., Suite 200

"Don't forget to see us at the Toy Fair, Hotel McAlpin, March 6th to 20th. Room 637"

NEW TOYS ON PARADE

Wirlwing off to Flying Start!

Biggest news in kites since Benjamin Franklin is the new "Wirlwing" developed by inventor Jesse C. Donaldson. Manufactured by WIRLWING FLYERS, San Gabriel, California, this new kite that "spins on the wind—flies like an airplane" was first introduced in Life Magazine, December 8, 1947.

The new Wirlwing, sometimes described as "controllable flying discs" operates on a revolutionary new principle of aerodynamics. A center wing section (or airfoil) measuring 18 inches long by about 4 inches wide is suspended between two 8 inch diameter discs. The whole unit rotates on two bearings (one at each end) through which are run the guide wires controlling direction.

Complete assembly weighs approximately 3 ounces. Wing and discs are made of paper or paper products. The Wirlwing is sold knocked down, in kits containing all parts including cement for assembling and two 60-yard spools of control thread. Assembly usually takes 5 to 10 minutes.

In the air the Wirlwing performs aerial maneuvers similar to those of an airplane. Under complete control from the ground at all times, it is well adapted to dog fights, racing, landing contests, etc. Roadside demonstrations in and around Los Angeles have stopped traffic on more than one occasion.

Promotion, now under way, calls for radio and motion picture tie-ins, point-of-sale material and locally sponsored flying contests. Because of Wirlwing's unique features of maneuverability as opposed to the standard kite flying operation, it is expected that consumer demand will continue throughout the year in most areas.

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Ny-Lint Lift Truck

Ny-Lint engineers have captured all the appeal and action of big lift trucks in their new mechanical toy. Just wind it up and off the truck goes to pick up its load, turn around, and bring back its burden to the starting point! Completely automatic, the Ny-Lint Lift Truck is so simply operated that children from six up can run it in a jiffy.

Although the smallest tykes may not have to know what makes it work, many an adult is curious. Actions of the truck are automatically controlled by a small, swivel-mounted guide wheel beneath the chassis. This wheel is governed by a double-cam mechanism which determines both straight-run and turnabout travel. The double cam also serves to actuate the raise-lower lever of the lift platform. A start-stop bar is located at the top rear of the body and a non-removable winding key is on the right hand side.

Precision-made, the one-piece, deep-drawn body, the lift platform, and the skid are of heavy-gauge metal. Wheels are rubber. Overall dimesions: 11" long x 4" x 4". The finish is red or green infra-red baked enamel. Manufactured by NY-LINT TOOL AND MANUFACTURING COMPANY, 1823 Sixteenth Ave., Rockford, Illinois, the lift truck retails for $3.98. On display at the showroom of Hugh D. Kenney, 1443 Merchandise Mart, Chicago 54, Ill.

Kiddies Love Mechanical Toys

No. 3A27—Tailspin Pup. Tail spins—pup performs in 3 different positions. Sturdy all-metal construction, lithographed in 3 colors. Clockwork motor with machine cut gears, detachable key. Size 4 inches long, 3 inches high Attractively packaged in individual multi-color box
Per dozen $3.20

No. 3A6—Jungle Pete Mechanical Alligator Startling lifelike all metal representation of a large alligator, Jungle Pete snaps his jaws as he crawls along. Works on sturdy mechanical spring action that is durably constructed for long usage Beautifully finished in green, brown and yellow with touches of red to resemble the real thing, he is bound to delight every youngster Overall size of toy, 15 inches long Individually packaged in decorated carton depicting jungle scene.
Each ..... 75¢ Per dozen $8.25

No. 3A15—Imported Mechanical Car. Clever realistic reproduction of a new Buick automobile that has lifelike spring action. Durably constructed of metal and beautifully finished in bright enamel. Safe and long-lasting. A real sales leader Individually boxed
Per dozen $4.95

No. 3A1—Mechanical Clown. This clever new mechanical clown moves across a flat surface when wound. Well made of all metal, he is colorfully costumed in red and white trousers and blue star-spangled jacket, with saucy painted features Will delight all who watch his snappy antics.
Per dozen .. $2.40

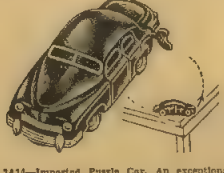
No. 3A3—Mechanical Drummer Boy. All metal realistic model of a drummer boy, colorfully lithographed in natural finish. Long lasting spring motor—boy plays small drum when motor is activated Overall size, 8¾ inches high Each in colorful box.
Each .. .. 55¢
Per dozen $5.50

No. 3A18—Imported Boy on Scooter. This colorful imported mechanical toy consists of a small boy peddling a scooter Strong spring action Made of metal and plastic composition, finished in bright colors. Features a small bell on the rear of the scooter which tinkles as the scooter moves along Individually boxed.
Per dozen $5.50

No. 3A23—Kiddie Cyclist. Runs and turns without definite pattern, the figure swaying naturally from side to side Bright attractive lithographed colors strong long running spring motor with attached bell that rings when toy operates Equipped with start and stop lever. Size 7½" long 8¼" high 4½" wide
Each ... $2.10
Per dozen $24.00

No. 3A2—Mechanical Motor Boat. Snappy replica of a trim motor boat that will delight the heart of every youngster Sturdily constructed of metal, it is attractively finished in brilliant lithographed colors. Powered by hardy spring action motor, model is 15 inches long Always a best seller
Each 55¢ Per dozen $5.75

No. 3A16—Imported Boy on Tricycle. Clever imported mechanical toy. Sturdily constructed of metal and plastic composition, this charming novelty represents a small boy on his tricycle Special is designed strong, long-lasting spring action gives lifelike movement to the small model Strikingly finished in bright colors Small bell tinkles as tricycle moves. Individually boxed
Per dozen $5.25



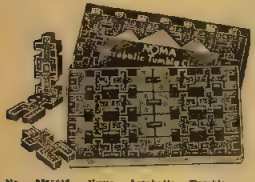
No. 3A14—Imported Puzzle Car. An exceptionally clever imported trick car with mechanical spring action. Wind it up and let it go on the table top. When it comes to the edge instead of falling over it automatically turns itself and rides along the rim Delightfully styled after a new 1948 model, constructed of metal finished in brilliant colorful enamel It will prove a best seller every year Strong and durable, designed for long-life Individually boxed
Each . 70¢ Per dozen $7.75

No. 3A17—Imported Boy on Donkey. New imported novelty toy. Made of durable plastic composition it represents a small boy in a clown costume astride a donkey. A few turns of the special long lasting metal spring and the donkey moves realistically off, kicking and rearing Beautifully finished in natural colors and durably constructed for long-life Individually boxed
Per dozen $4.50

Thrilling Values In New Toys

No. 3A32—Mechanical Acrobatic Clown. All metal construction safe, no sharp edges Gaily decorated in bright colors—stamped one piece metal base. Features clock type flat spring motor—performs about 3 minutes on one winding Individually boxed

Each .... **90¢** Per dozen **$10.00**



No. 2M5618—Noma Acrobatic Tumble Clowns. Amusing entertaining educational Sixteen clowns make a complete circus, will form an almost unlimited number of interlocking combinations guaranteed to keep a child busy by the hour Beautifully constructed of durable, colorful plastic in assorted red, green and yellow colors with gay lithographed clown insert. Easy to use Overall size of box, 9½ x 15½ inches

Per set .. **$1.50** Per dozen sets **$16.75**

No. 3A28—Mechanical Clowns. All metal construction, lithographed in 4 colors Equipped with sturdy clock spring wind-up motor—when in action both clowns turn somersaults comparable to circus marvels Size 7 x 7 x 4½

Each ..... **80¢** Per dozen **$8.50**

No. 3G1660—Super High Striker A new and novel bell toy that will really ring in the sales When wooden lever is hit hard enough it sends wood bead up the slender metal pole and rings shiny bell at top For lesser efforts, bead indicates other scores on scale —doctor, lawyer, Indian chief, etc An eye-catching item in bright red, blue and yellow with matching wood mallet Stands 46 inches high.

Each **$3.00**

No. 11ZM2618—High Striker Smaller version of above model—stands 18 inches high

Each . **80¢** Per dozen .. **$8.50**

No. 11ZM2579—Pin-Money Pete Durably constructed of strong molded plastic and finished in contrasting delightful colors Pete is hand decorated with a humorous painted face big bow tie and buttons down his coat Standing 7¾ inches from his king pin base Will take up to half-dollars Individually packaged in gay, illustrated box

Each .... **60¢**

Per dozen . **$6.32**

No. 3A30—Jet Racer New, novel, nothing like it Speedy features exclusive catapult motor—requires no winding Perfectly safe—no exposed springs or working parts, no broken springs to worry about Finished in a variety of two tone plastic color combinations. A fast seller Overall size of racer, 3¾ inches.

Per dozen **$3.20**

No. 11ZP1618—The Wonder Jet. Runs a full hour on one fueling Will pull up to 4 pounds of weight and attain a speed of 4 miles an hour Includes 8 x 3 inch aluminum jet-propelled toy boat, 5 x 2 inch aluminum life boat, tow cord, primer special fuel, and detailed instruction sheet Individually packed in colorful carton

Each .... **70¢** Per dozen .. **$7.20**

No. 2PZ215—Speed Boat and Motor. Durable plastic construction with attractive two-color finish Motor is made of plastic and has an aluminum propellor Dummy motor does not actually run, but this novelty toy makes a fine bath tub or beach accessory Overall size of speed boat, 3¾ x 11¾ inches Put up in attractive two color box

Each .. **45¢** Per dozen ... **$4.50**

No. 3A19—Mechanical Dancing Couple. Consists of realistically fashioned boy and girl figures in dancing positions with bright colored painted costumes and features. Equipped with key wind spring mechanism that causes the couple to glide and whirl in life-like action Height, 6 inches One in box with winding key.

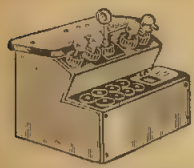
Each . **50¢** Per dozen .. **$5.25**

No. 2PZ224—Soap Box Derby. A beautiful reproduction of a racer in that annual nation-wide spectacle the Soap Box Derby. Fashioned of strong, durable rubber that will take hardy usage Entirely safe—no sharp edges to cut or scratch Finished in shock aluminum gilt with official Soap Box Derby shield on hood and identification on body with racer at the wheel, it has solid rubber wheels Overall length, 6¾ inches

Each .... **40¢** Per dozen ... **$4.50**

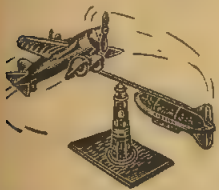
New Styles In Mechanical Toys

Soda Fountains



No. 112P1649 — Soda Fountain. Constructed of bright, shiny aluminum that is rust and corrosion resistant with brilliant red counter. Durable and lightweight. Four real syrup pumps of white plastic labeled cherry, chocolate, cola and root beer plus one soda water pump. Ice cream holds with black plastic covers. Size 16 inches wide, 8 inches deep, 6¾ inches high.

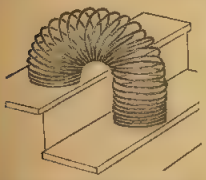
Each **$2.10**



No. 112P1667—Sky Racer. Shiny streamlined airplane and modern zeppelin whirl 'round and 'round the air field tower. Brightly colored all-metal construction and wind-up mechanism provide a sturdy toy designed to withstand long and hard usage. Height of tower 9 inches, span of revolving rod 15 inches, size of platform, 6 inches square.

Each **$1.40**

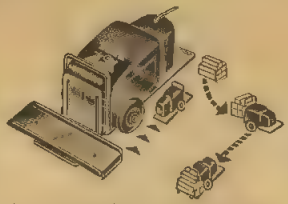
Per dozen **$16.00**



No. 112N1259 — Slinky Spring Toy. Slinky the tumbling spring. An amazing new toy that walks. Place Slinky on the top step of the staircase—bring one end down to the center of the next step—then watch him move all the way down of his own volition. Will provide fun for the young and old alike. Sturdily constructed of top quality steel spring in natural or lacquered finish. Will stand up under constant usage. Individually boxed in attractive carton. Display included with each 8 dozen.

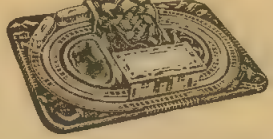
Each ..... **70¢**

Per dozen **$7.65**



No. 112P1694—Ny-Lint Lift Truck. New sensational mechanical toy that picks up a load, turns around and returns automatically. Actions of the truck are automatically controlled by a double-cam mechanism which determines both straight-run and turnabout travel. Has one-piece, deep-drawn body, lift platform and skid of heavy gauge steel. Wheels are rubber. Finished in gleaming red or green infra-red baked enamel. Overall dimensions, 11" long and 4" wide x 4" high. Individually packaged in attractive red, white and blue carton with instructions.

Each ... **$2.80** Per dozen . **$32.00**



No. 3A6—Alpine Express. An action toy with a new twist. Consists of two car train with precision clock-like wind up motor on front car. Full color lithographed Alpine scene for background—with simulated tunnel and railroad station on all-metal construction. Two tracks run through tunnel and station—train rides in and mysteriously comes out on different track. Size, 15 x 21 inches. Each in two-piece box.

Each ... **$3.00** Per dozen . **$34.00**

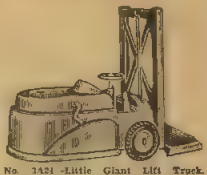
No. 3A11—Mechanical Train. A complete train layout with track permanently imbedded in a beautifully lithographed landscape. An actual tunnel and loading platform add to the realism. Locomotive tender and cars as well as base constructed from finely detailed lithographed metal. This fast selling toy has all the thrills of large trains, yet it is compact and space saving. Complete set consists of base with permanent track, tunnel and station, locomotive, tender, flat car, caboose and load of logs. Packed one to attractive folding display carton.

Per set ... **$1.65** Per dozen sets **$18.75**

No. 3A8—Sub Machine Gun. A lithographed metal gun decorated in 4 colors with all edges turned. Absolutely safe. Equipped with a crank handle which, when turned, produces a rat-tat-tat sound. Overall size of gun, 21" long, 4¾" high, 1¼" wide.

Each ..... **60¢** Per dozen **$6.40**

Lift Trucks



No. 3A21—Little Giant Lift Truck. Forks raise and lower fully loaded—uprights tilt forward and backward—truck steers in any pattern. Sturdy construction, cast Zamak body, stamped aluminum hoist and pallet. Precision made, non-poisonous fast colors, non-marking rubber tires. Locking tilt mechanism, self locking load carrier.

Each **$2.50** Per dozen **$28.00**

No. 3A20—"Bombo" the Monk. A gaily colored rascal who cuts capers in his cocoanut tree, and when removed can go somersaulting across the floor. He swings, somersaults and stands on his hands. Brightly lithographed in jungle colors—all metal long running spring motor. Tree size, 10" high by 4" by 4". Monkey 5¾" tall.

Each **95¢** Per dozen **$10.40**

No. 3A21 "Bombo" Monkey. Same monkey as above but without tree.

Each **60¢** Per dozen **$6.40**

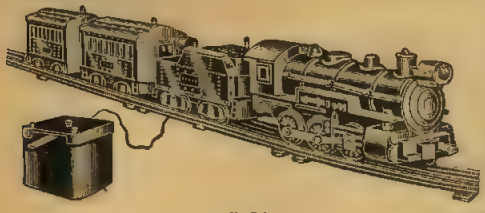
No. 3A5—Captain Marvel Racing Cars. Captain Marvel "Lightning" Racing Cars and racers that steer—front wheel base is movable and can be turned to make these tiny speedsters maneuver the straightway or flying turns. Consists of a set of 4 midget racers 4 inches long finished one each in red, blue, yellow and green with an action shot of Captain Marvel lithographed on the side. Metal construction—precision clock like spring wind motor. Each set individually boxed in beautifully decorated Captain Marvel carton.

Per set **$1.50** Per doz. sets ... **$16.50**

Popular Sales Leaders

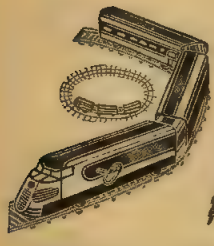
Electric Trains

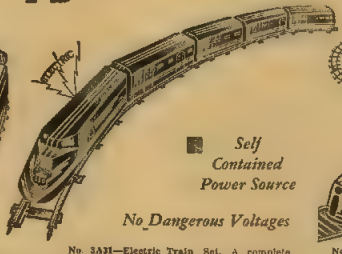
Mechanical Trains



No. 3A9—"Schilling" Electric Train. A real electric train that is simple and safe. Ideal as a child's first electric train—no house current—no transformer—no shock. Made of beautifully finished, long lasting plastic, this new model operates on 4 ordinary flashlight batteries from remote control box. Start, stop and reverse it with simple, feather touch switch. Automatic coupling. Included are 12 sections of non-rusting metal track. Powered by a mighty midget motor that is fool-proof, rust-proof and long lived; never needs lubrication.
Per set **$8.64**

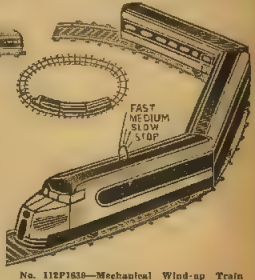
No. 3BB1—Ray-O-Vac Leakproof Flashlight Batteries. For use with above train. Power-sealed in steel, stay fresh for years. Packed 24 cells to illustrated carton.
Per carton of 24 ..... **$1.56**





Self Contained Power Source

No Dangerous Voltages



No. 3A12—Mechanical Train. "Silver Meteor" set consists of five piece mechanical train, all metal construction, lithographed in red, silver and blue. Assembled sections of sturdy track. Strong spring wind-up motor. Overall length 17 inches, height 2 inches.
Each .. **$1.70** Per dozen **$19.00**

No. 3A31—Electric Train Set. A complete electric train set that is absolutely safe for small children—excellent as a child's first electric train. Self-contained batteries provide a steady flow of power, no transformers, wires or plugs to connect. Runs on floor as well as on the tracks that are included in this set. In bright colors lithographed on heavy metal. Streamlined style that appeals to kiddies. Set includes four passenger cars and a locomotive, complete with eight sections of curved track.
Each **$6.64**

No. 112P1639—Mechanical Wind-up Train Set. Streamlined wind up train, contains variable speed control and automatic coasting mechanism. All-metal construction. Sleek engine and 2 attached passenger cars. Bright multi-color finish in red, yellow, blue. New construction tracks.
Each **$1.25** Per dozen **$13.50**

No. 1A19—Mechanical Diesel. Husky wind-up spring propelled diesel that is reversible. All metal construction so sturdy a full-grown man could stomp on it. It's spring action simulates the movement of a real train. The kiddies will love it's bright cheerful red finish. Overall size of diesel: length 18", width 3⅝", height 3½". Each engine in an individual, eye-catching sales carton.
Each ..... **$1.15** Per dozen **$12.50**

No. 3A26—Junior Mechanical Train Set. Sturdy all metal cars finished in gleaming colors—baked enamel. Picture puzzle couplers. Size 3¾ inches high, 2½ inches wide. Set consists of an engine, gondola and caboose. Train length 22½ inches. Each set in a box.
Each ..... **$1.20** Per dozen **$13.50**

No. 1A25—Junior Mechanical Train Set. Similar to above without caboose. Train length 15 inches.
Each ..... **90¢** Per dozen **$10.00**

Flexible Train Track

No. 112P1617—Flexible Train Track. Looks like any real railroad track! Can be curved into any shape—used with any popular track. Fits all switches or crossovers. Extreme flexibility allows it to be erected straight or curved into any desired shape. Easily taken apart, packs away. Includes three rails which make 1 piece of track equal to 10 lengths of O-gauge track. Attractively packaged.
Per box **$1.90**

New Styles In Mechanical Autos

Semi Trailers

No. 112P1706—Hook and Ladder Truck. A beautiful red fire engine for an exciting hook and ladder truck. Colorfully lithographed. Sturdily constructed of steel and aluminum with no rough edges to scratch or cut. Enclosed motor. Overall length of model, 12½ inches long, 3¼ inches high, 3 inches wide. Features six 1½ inch rubber wheels. Each in box.

Each .95¢ Per dozen $10.00

No. 112P1707—Log Truck. A log carrier that features guaranteed-for-life enclosed spring motor. Constructed of steel and aluminum with no rough or jagged edges to harm small hands. Includes three natural finished "logs" chained to carrier. Beautifully finished in lithographed colors. Over all size 12½ inches long, 3 inches wide 3¼ inches high. Each in a box.

Each .95¢ Per dozen $10.00

No. 112P1708—Stake Truck. A mechanical wind-up toy that has enclosed spring motor that is guaranteed for life. Steel constructed, lithographed in brilliant colors. No sharp edges—perfectly safe. Features 1½ inch rubber wheels. Overall size of truck 8 inches long, 3¼ inches high, 2¾ inches wide. Individually boxed.

Each ..60¢ Per dozen $6.40

No. 112P1709—Daytona Racer. For straightaway or tether racing—runs at speeds up to 15 M.P.H. for about 175 feet. Made of steel and aluminum with plastic body for speed. Precision built sealed-in motor—balanced solid aluminum wheels—custom-built rubber tires. Red, blue, white or combination colors. Length 9½ inches. Each in attractive carton.

Each $1.45 Per dozen $16.00

No. 3A22—"Yippee Jeep." Rough ridin' Rodeo Joe—at lightning speed he spins, rears and bucks in true rodeo style, while his 11 gallon hat hangs on his nose. Lithographed in amazingly brilliant colors. Long lasting spring action, all metal. Size 7¾" long 4" wide, 9¼" high.

Each $1.30 Per dozen $14.40

No. 112P1704 Roller Chime Truck. Beautifully lithographed roller with animal figures chimes as the truck wheels along. Equipped with guaranteed-for-life motor. Constructed of steel and aluminum finished in brilliant colors. Enclosed spring motor. Overall size: 8½ inches long (with roller attached), 3 inches wide and 3 inches high. Roller has 3" diameter. Individually boxed.

Each ....60¢ Per dozen ...$6.40

No. 112P1713 Red Devil Racer. A sure sales winner, sturdily constructed of pressed steel with strong spring motor. Will run up to 150 feet with one winding. Each racer is equipped with a brake. Overall size, 8 x 4 inches. Individually packed in attractive picture box.

Each ....50¢ Per dozen ...$5.40

No. 112P1714—Hot Rod Racer. Same as above construction but with popular comic sayings lithographed on entire body.

Each 50¢ Per dozen ...$5.40

No. 3A13—Mechanical Racemaster. A mechanical wind-up reproduction of a racing car. All-metal construction, the body deep drawn for durability and long life, the edges crimped for added safety. Powerful coil spring mechanism. Brilliantly decorated in five colors. Overall length of model is 12 inches, height 2½ inches. Individually boxed.

Each ..55¢ Per dozen $6.00

Racing Cars

No. 112P1708—Open Van. A semi-trailer, made of steel and aluminum, with open top van of ribbed construction. Is driven by the sensational new guaranteed-for-life enclosed spring motor. Cab finished in lithographed colors, van in satin aluminum. Overall size of model: 12½ inches long, 3 inches wide, 3¼ inches wide. Features six 1½ inch wheels.

Each .95¢ Per dozen $10.00

No. 112P1705—Gasoline Truck. An authentic gasoline truck, featuring detachable tank with pivot base. Sturdily constructed of steel and aluminum finished in lithographed colors. New enclosed spring motor is guaranteed for life. Overall size of truck (with tank attached): 12½ inches long, 3 inches wide, 3¼ inches high. Individually boxed.

Each .95¢ Per dozen ..$10.00

No. 112P1703—Dump Truck. Features amazing guaranteed-for-life motor. Special spring motor completely enclosed. Substantial steel and aluminum construction finished in brilliant lithographed colors. Overall size, 7½ inches long, 3 inches wide, 3 inches high. Individually packaged.

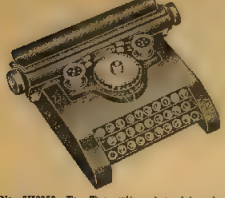
Each .60¢ Per dozen ..$6.40

No. 3A12—Comet Mechanical Racing Car. Realistic all-metal racing car model, 6¼ inches long. Strikingly finished in four sparkling colors. Durably constructed, the deep drawn body gives strength to this authentic reproduction and crimped edges all around make it a really safe toy. Will prove a big seller. Packed six to a box.

Per dozen $3.20

Tops in Toys

MECHANICAL
TRACTORS • BOATS



No. 3H2056—Toy Typewriter. A real beauty is this exceptional new child's typewriter. Sturdy all steel construction with beautiful baked black crackle enamel finish. Real rubber platen takes standard 8½ x 11 paper—metal type includes entire alphabet, numerals, $ sign, period, comma and space. Uses standard 4½ ribbon on miniature spools ribbon moves automatically as on real typewriter. No messy ink pads to soil fingers, clothing or tablecloths. Complete with sturdy, portable style carrying case.
Each $6.64

No. 3A37—Climbing Tractor with Snow Plow. A new action toy, durably constructed of all metal, beautifully finished in lustrous grey and red enamel. Packs the ultimate of play value with sales selling eye appeal. Feel free to enjoy mechanical wind-up motor with governor made of genuine spring steel and guaranteed against breakage. Has rubber caterpillar treads for climbing. Complete with driver. Overall size of tractor—13 x 8½ x 4 inches.
Each $1.65 Per dozen $18.75

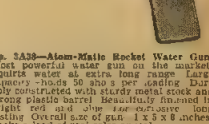
No. 3A35—Mechanical Speedboats. Exciting new set of two modern speedboats, cabin cruiser model. Toys in authenticity, color and performance. Durably constructed of all metal, they feature a strong, precision, clock-like wind-up motor that insures an exceptional long run. Beautifully lithographed in contrasting gay colors and equipped with an adjustable rudder that permits a wide range of maneuverability in red, white and blue. Two to colorful sales box. Overall length, 7½ inches.
Per set of two .70¢ Per dozen sets $7.50

No. 3H2055—Senior Model Master Set. A sensational all-wood construction toy that builds a multitude of action toys and models. All parts interchangeable—easy to assemble and take apart. Made entirely of smooth polished natural hardwood. Senior size set consists of an extra large assortment of wheels, pulleys, spools, attachments and wood shafts of various lengths. Set is attractively packaged in large fiber container with metal top and bottom.
Each .$1.50 Per dozen $16.75

No. 3A3—Pecking Bird. A realistic reproduction of a live bird motivated by a strong, durable spring-wound mechanism which causes him to hop across the table top of any flat surface, pecking at imaginary food with his bill. Well made, all-metal construction, beautifully lithographed in gay, colorful, simulated plumage, he will have an irresistible appeal for all youngsters. Overall length, 5½ inches.
Per dozen $3.60

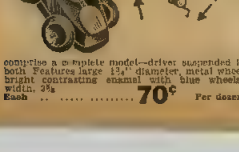
No. 3A36—Mechanical Speedboat. A new mechanical speedboat that is modeled after a sleek, speedy, cabin-style cruiser. Durably made with all metal construction, designed for long life and rough usage. Beautifully lithographed in contrasting red, blue, yellow and orange. It features a strong precision clock-type wind-up motor assuring a remarkably long running time. Adjustable rudder affords maximum maneuverability. Overall length, 14½ inches. Each in individual box.
Each 65¢ Per dozen $7.00

No. 3G1806—"Uncands" Game. Ever fascinating game consisting of fifteen numbered squares in frame. Consists of a series of combinations by which blocks may be rotated in order to line them in sequence. Durable wood construction, handsomely finished in black square with red raised numerals on square. Overall size of frame 6 inches square. In illustrated container with instructions.
Each .. 55¢ Per dozen $6.00

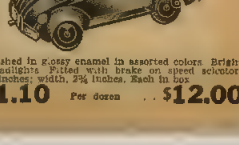


No. 3A38—Atom-Matic Rocket Water Gun. Most powerful water gun on the market. Squirts water at extra long range. Large capacity—holds 50 shots per loading. Durably constructed with sturdy metal stock and strong plastic barrel. Beautifully finished in bright red and blue lacquer. Extra long lasting. Overall size of gun 1 x 5 x 8 inches. Packs a load of real sales appeal.
Each 80¢ Per dozen $8.50

No. 3A1—Dancing Indian. An exciting and colorful new wind-up toy, sturdily constructed of all metal for long usage. Artfully lithographed in full ceremonial regalia in rainbow-like colors. Equipped with a strong spring wind-up mechanism. Realistically dances across the table top or any flat surface in traditional style. Overall height, 5½ inches.
Per dozen ..$3.25



No. 3A32—Acrobatic Mechanical Car. A small mechanical racer that is really different, unique. Sturdy wind-up motor construction, novel toy features acrobatic, precision, clock-type wind-up motor with large winding lever which provides the action. As motor unwinds lever revolves flipping racer over from side to side. Both sides comprise a complete model—driver suspended in cockpit taking over for both. Features large 1¾" diameter, metal wheels. Beautifully finished in bright contrasting enamel with blue wheels. Overall length, 4¾"; width, 2¼.
Each ..... 70¢ Per dozen ..$7.50



No. 3A40 — Mechanical Three-Speed Car. Here it is! A toy mechanical automobile that has three different forward speeds just like a real car. Front wheels mounted independently—steers like a real car, too. Fitted with a powerful precision clock-type spring motor. Styled like a modern sedan, features all metal construction beautifully finished in glossy enamel in assorted colors. Bright plated bumpers and headlights. Fitted with brake on speed selector. Overall length of car, 7 inches; width, 2¾ inches. Each in box.
Each .....$1.10 Per dozen ..$12.00

THE GREATEST INNOVATION IN YEARS . . .

THE NEW 1948 MELDON BROS.

Play POLICE AUTOMATIC CAP PISTOL

COMPLETELY

SUGGESTED RETAIL 79¢ COMPLETE 4 PIECE PLAY SET

WRITE OR WIRE TODAY FOR FULL PARTICULARS

Includes

PLAY POLICE BADGE, WHISTLE AND PLAY POLICE PERMIT CARD

EASIEST LOADING CAP PISTOL

10 OUTSTANDING FEATURES OF THE NEW PLAY POLICE AUTOMATIC CAP PISTOL

1. NOT Cast — Made of Heavy Metal Stampings
2. Will Not Break When Dropped On Sidewalk
3. Easiest Loading Toy Cap Pistol
4. 50 Shot Repeater — Use Any Brand of Caps
5. Loudest Report of any Cap Pistol
6. Safety Trigger — Absolutely SAFE and HARMLESS
7. Beautiful Infra-red Baked Enamel Finish
8. Colorfully Decorated in 6 colors
9. Complete with Badge and Whistle
10. Play Permit Furnished with Each Pistol

The acceptance to the Play Police Automatic Cap Pistol sets has been phenomenal! This new idea in cap pistol sets is meant for every alert toy department! The all metal toy cap pistol, made of 22 gauge steel mechanically guaranteed has a fine blue baked infra red enamel finish. Completely safe and harmless, all moving parts are completely enclosed. Packaged in an attractive multi-colored box complete with cap pistol, badge, whistle and permit card. Packed 4 dozen to a shipping carton, weighing 35 pounds.

BE SURE TO VISIT US AT BOOTH [illegible] MELDON AMERICAN TOY FAIR

MELDON BROTHERS CO.

4748 HOUGH AVE. CLEVELAND 3, OHIO EXpress 3858

UNIVERSAL CAMERAS AND ACCESSORIES

UNIVERSAL *Cinemaster* II

CINEMASTER MODELS MAY BE ASSORTED FOR QUANTITY PRICES.

- **DUAL 8MM MOVIE CAMERA**
- **BLACK & WHITE OR COLOR**
- **INTERCHANGEABLE LENSES**

Cinemaster with f2.5 lens, features the three most needed essentials of successful color photography—dependable exposure meter, accurate shutter speeds and correct exposure over entire picture area. Has combined exposure meter and optical view finder . . . Minimized parallax . . . Three speeds. Focal Plane shutter . . . Interchangeable lenses . . . Footage counter. Rich gray finish with chrome trim. Takes double 8 mm and Univex single 8 mm.

No. 5X-G825. LIST 66.65. (Fair Trade).
Dealer's, each, 47.61.
3, each, 46.41.
6, each, 44.64. Less 2%, Net... 43 76

No. 5X-G835 with f3.5 lens.
LIST 51.90 (Fair Trade)
Dealer's, each, 37.06. 3, each, 36.14.
6, each, 34.75. Less 2%, Net..... 34 05

No. 5X-G819 with f1.9 lens. LIST 96.75 (Fair Trade).
Dealer's, each, 69.13. 3, each, 67.40.
6, each, 64.80. Less 2%, Net..... 63 50

UNIVERSAL'S NEW REFLEX CAMERA

Check the features! Compare the price!

No other Reflex in this price range offers so much - CHECK THESE FEATURES:
Coated f3.8 viewing lens. Coated f4.5 picture taking lens. Shutter speeds 1/10 to 1/200 of a second, time and bulb. Unitary focusing. Built-in flash synchronization. Front surface reflex mirror. Ground glass focusing viewer. Direct viewer. Movable lens platform. Automatic uni-hood operation. Focusing from 3 ft. to infinity. 2¼-in. square picture size. Premium film economy--12 exposures on 8 exposure roll--uses #120 or #620 film. All aluminum die-cast construction. Morocco grain covering.

No. 5X-RC650. UNIFLEX II LIST 75.00.
Dealer's, each, 53.59. Lots of 3, each, 52.25
Lots of 6, each, 50.24.
Less 2%, Net..... 49 23

UNIFLEX I - Same as above but with f4.5 viewing lens; f5.6 picture-taking lens; and shutter speeds 1/25 to 1/200th of a second, time and bulb.

No. 5X-RC560. UNIFLEX I LIST 48.00.
Dealer's, each, 34.29. Lots of 3, each, 33.44
Lots of 6, each, 32.15.
Less 2%, Net..... 31 51

UNIFLEX I AND II MAY BE ASSORTED FOR QUANTITY PRICES

MERCURY II

Extreme depth of focus possible by bringing film 15 mm closer to lens. No double exposures with the automatic film transport. Sharp and clear pictures right up to the margins. Uni-coated lens reduces glare, reflection admits more light. Helical focusing mount gradations from 18 in. to infinity. Built-in flash synchronization. Centralized controls.

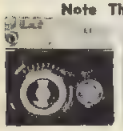
No. 5X-CK27. List 82.90. (Fair Trade)
Dealer's, Each, 59.21. 3, each, 57.73.
6, each, 55.51.
Less 2%, Net..... 54 40

ONLY MERCURY II has all these Features,

- **Unsurpassed shutter accuracy**
- **Supreme lens accuracy**
- **Lightweight aluminum case**
- **Uses standard 35 MM. film cartridges**
- **F.27 Coated Lens**
- **1/1000 second all metal rotary focal**
- **Automatic film transport**
- **Interchangeable Lenses.**

(MERCURY II & BUCCANEER CAMERAS MAY BE ASSORTED FOR QUANTITY PRICES)

Note These Built-In Features



EXPOSURE CALCULATOR
At a glance the exposure calculator insures exact lens setting. Use with exposure meter for top results.

FLASH SYNCHRONIZER
Uses the dependable M-29 Mercury Flash Unit. It's never too dark for the Buccaneer - indoors or out.

COUPLED RANGE & VIEW FINDER
Important hair-fine adjustments with finger tip control. Combination range finder and view finder

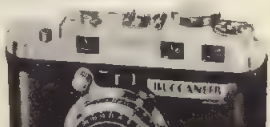
UNIVERSAL BUCCANEER

Automatic Film Transport

DOUBLE FRAME 35 MM.

Has all equipment for hair-fine exposure with 35 mm color or black and white film. Coupled all metal range finder and view finder . . . built-in extinction type exposure meter built-in calculator, flash synchronizer. Versatile shutter locks make double exposures impossible. Coated f3.5 lens for all purpose coverage.

No. 5X-FF-535. List 66.00
Dealer's, Each. 47.41. 3, each, 45.26.
6, each, 43.53.
Less 2%, Net..... 42 68



UNIVERSAL METEOR

Rugged as a candid. The Meteor can be kept active day and night with the photo-flash unit. The continuous variable Aperture makes it possible to have complete control of the exposure. Other features: Collapsible Lens Mount . . . Rotary Focusing Mount . . . Built-in lens shade . . . Special lugs for neck strap. Uses standard 620 film. List Price 15.00.

No. 6X-PR100.
Dir.'s. Ea... 10.75.
6, each, 10.49. 12, each, 10.07.
Less 2%, Net..... 9 87

Continuous variable aperture f11-f32. Coated lens feature.

Built-in extinction type exposure meter. Sure control.

Optical view Finder visually composes picture.

Unique chamber loading device.

Synchronized built-in flash . . . keeps meteor active always.

CARRY CASE FOR METEOR

LIST 5.00.
No. 5X-M24. Dir.'s, Ea., 2.50.
3, each, 3.25. 6, each, 3.13.
Less 2%, Net..... 3 07

PHOTO FLASH UNIT

FOR UNIVERSAL CAMERAS . . . METEOR-MERCURY BUCCANEER or UNIFLEX I or II

Uses small, inexpensive flash bulbs. Chrome plated silvery reflector. Compact battery case holds flat 2-cell batteries that can be bought anywhere. Handy attachment clip.

No. 5X-M29. List 7.30 (Fair Trade)
Dealer's, Each, 5.48. 6, ea., 5.05
12, each, 4.85.
Less 2%, Net..... 4 75

NEW BEACON II CAMERA

SYNCHRONIZED FOR FLASH PHOTOGRAPHY

- 16 EXPOSURES (No. 127)
- OPTICALLY GROUND COATED LENS

AVAILABLE WITH OR WITHOUT FLASH UNIT

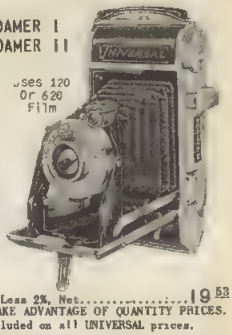
Precision-built for fool-proof long-life service. Optically ground coated doublet lens. 16 exposures(using 127 film) with fidelity of detail. Takes color or black and white. Fixed focus--3 feet to infinity. Speeds 1/50 or time. Floating-action shutter release has safety-lock to prevent accidental snaps when closed. Synchronized for flash photography (flash unit sold separately)...exclusive push-button "hot bulb" ejector ...takes any size bulb...special flash-tester prevents dud shots...detachable in a jiffy.

No. 5X-B3C. BEACON II CAMERA. LIST PRICE 9.95.
Dealer's, each, 6.63.
Lots of 12, each, 5.97. Less 2%, Net.....5 85
No. 5X-B2FU. BEACON II FLASH UNIT. LIST PRICE 4.95.
Dealer's, each, 3.30.
Lots of 12, each, 2.97. Less 2%, Net.....2 91
Federal Excise Tax Included on above prices.

UNIVERSAL FOLDING CAMERAS

2-STYLES

ROAMER I
ROAMER II



USES 120 OR 620 FILM

Both ROAMER cameras have built-in flash synchronizer; automatic self-locking shutter; automatic film roll adjustment; eye-level and waist-level view finders, folding release lever; built-in cable release socket; automatic front cover release button; 2 tripod sockets; aluminum die-cast construction. Both use either 120 or 620 film.

ROAMER II has f4.5 coated anastigmat lens, color corrected, speeds, 1/25 to 1/200 of a second and bulb, trigger release; focusing, 4 feet to infinity.
No. 5X-FC245. LIST PRICE 48.00.
Dlr's, ea., 34.29. 6, ea., 33.44.
12, ea., 32.15. Less 2%, Net - 3 1 51

ROAMER I has coated achromat lens; focusing, 5 feet to infinity.
No. 5X-F111. LIST PRICE 29.75.
Dealer's, each, 21.25. Lots of 6, each, 20.73. Lots of 12, each, 19.93. Less 2%, Net.....1 9 53

ROAMER CAMERAS MAY BE ASSORTED TO TAKE ADVANTAGE OF QUANTITY PRICES.
Federal Excise Tax Included on all UNIVERSAL prices.

ACCESSORIES

No. 5X-M29 FLASH UNIT LIST PRICE 7.30
Dlr's, ea., 5.43. 6, ea., 5.05. 12, ea., 4.85. Less 2%, Net..4 75

No. 5X-M91 CABLE ATTACHMENT LIST PRICE 1.95
Dlr's, ea., 1.37. 3, ea., 1.27. 6, ea., 1.22. Less 2%, Net..1 20

No. 5X-K26 EVEREADY LEATHER CASE LIST PRICE 7.50
Dlr's, ea., 5.25. 6, ea., 4.88. 12, ea., 4.69. Less 2%, Net. 4 60

The SPARTUS 35mm

SYNCHRONIZED FOR FLASH

F7.7 LENS

3 LENS OPENINGS

BUILT-IN FILTER

The Spartus 35mm is synchronized for flash (flash attachment extra). Takes color or black and white pictures, indoors or outdoors, day or night. Has built-in filter, f7.7 achromat lens, focusing mount; 3 lens openings, f16, f11, f7.7; built-in tripod socket; automatic exposure counter. Daylight loading 35mm cartridges.
No. 5X-P400. LIST PRICE 14.95.
Dealer's, each, 9.97.
Lots of 12, each, 8.97.
Less 2%. Net.....8 79

FLASH UNIT ATTACHMENT FOR SPARTUS 35mm.
No. 5X-F600. LIST PRICE 4.50.
Dealer's, each, 3.00. 12, each, 2.70. Less 2%, Net.....2 65

CUSTOM-BUILT CARRYING CASE.
No. 5X-PC300. LIST PRICE 3.50.
Dealer's, each, 2.33. 12, each, 2.10. Less 2%, Net.....2 06
Excise Tax Included on above prices.

SPARTUS PRESS FLASH

COMPLETE WITH 4 WABASH FLASH BULBS

The Spartus Press Flash uses No. 120 film ...8 large 2¼x3¼-inch exposures. Built-in flash reflector, electrically operated from flashlight batteries, makes the Press Flash adaptable for daylight and indoor shots. Perfect pictures assured under any lighting conditions. A single-unit flash camera that will delight amateurs. COMPLETE WITH 4 WABASH FLASH BULBS. Plastic construction with metal parts. LIST PRICE 14.95.
No. 5X-S200. Dealer's, each, 9.97.
12, each, 8.97. Less 2%, Net.....8 79

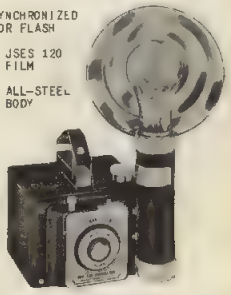
CUSTOM-BUILT CARRYING CASE, LIST 4.00.
No. 5X-SC200. Dealer's, each, 2.67.
12, each, 2.40. Less 2%, Net.....2 35
Excise Tax Included on above prices.

WRITE US FOR INFORMATION AND PRICES ON ADDITIONAL CAMERAS AND EQUIPMENT TO COMPLETE YOUR PHOTOGRAPHIC DEPARTMENT

Traveler "120" FLASH CAMERA

SYNCHRONIZED FOR FLASH

- USES 120 FILM
- ALL-STEEL BODY



The Traveler "120" Flash camera uses #120 film...takes 8 full 2¼x3¼-in. pictures. Its all steel body with black crinkle finish has a ground and polished telescopic view finder, and convenient carrying handle. Unconditional Factory Guarantee. Adaptable for outdoor or indoor use with built-in flash synchronizer (flash unit listed below). LIST PRICE 6.95.
No. 5X-120TF.
Dealer's, each, 4.40.
Less 2%, Net.....4 31

TRAVELER FLASH UNIT uses all screw-type flash bulbs. Adjustable for various size bulbs. Easily attached and removed from camera. Operates on baby cell batteries. All-aluminum polished reflector.
No. 5X-120FU. LIST PRICE 2.95.
Dealer's, each, 1.90. Less 2%, Net...1 86
Excise Tax Included on above prices.

REPEAT PERFORMER

MERCURY 10 h.p. LIGHTNING SHOWS HEELS to 36 HIGHER RATED OUTBOARDS

Cops Class 1 Division in 132 Mile Storm Battered Albany - N. Y. Grind

DUNKED MERCURY COMES BACK A WINNER

FINISHES 1ST IN 16 H.P. CLASS

Mercury Powered Army Raft Survives Violent Lake Test

Completes Storm Tossed Crossing

Outboard Aids Missouri River Flood Victims

Mercury Motors Furnished Red Cross

Teen Age Youth Complete 2500 Mile Mississippi Trip

Light outboard Powers from Canada to Gulf

***Proved* FULL-JEWELED POWER**

*Ball and Roller Bearings *throughout***

10 h.p. OUTBOARD WINS 30 MILE MARATHON

Beats Field Including 33 h.p. Models

KIEKHAEFER CORPORATION CEDARBURG WIS. U.S.A.

COMET DE LUXE

A light lively 3.6 h.p. outboard that's right at home on the average fishing boat or car top type of craft

(Full-Jewelled Powerhead)

ROCKET DE LUXE

A 7 h.p. [illegible] speed and endurance for the most rugged going. Versatility of performance makes it an ideal family motor

(Full-Jewelled Power throughout)

LIGHTNING DE LUXE

A 10 h.p. [illegible] that produces flashing speeds yet throttles down for smooth even trolling

(Full-Jewelled Power throughout)

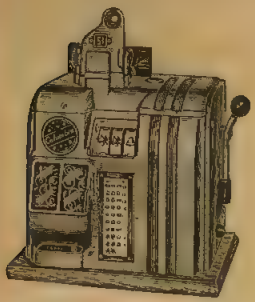
IN 1947 LIGHTNING struck the outboard industry . . . a wonder performing motor that excelled in every phase of outboarding, so versatile that it won universal acclaim as a work motor, a fishing motor, and a thrill producer for all the family at every kind of pleasure outboarding.

Those 1947 Mercurys will continue to repeat their standout performances, season after season, because proved Full Jeweled Power,* advanced Kiekhaefer engineering, and rugged, quality construction mean longer life and trouble free performance.

1948 Headlines will continue to proclaim the consistent accomplishments of Mercury Outboards, proving even to the most skeptical that Kiekhaefer Engineering means matchless endurance, top performance, advanced styling. See the Mercury line at the shows, you'll agree Mercurys are MATCHLESS IN OUTBOARD EXCELLENCE."

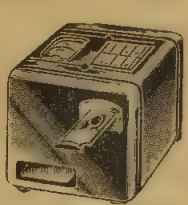
YACHTING, January, 1948, Vol. 83, No. 1. Published monthly at 10 Ferry Street, Concord, N. H. Editorial, Circulation and Advertising Offices, 205 East 42nd Street New York 17, N. Y. $5.00 a year. 50 cents a copy. Entered as Second-Class matter at the Post Office at Concord, N. H., under the Act of March 3, 1879

MILLS AND COLUMBIA SLOT MACHINES



No. 3542—Columbia Silent Automatic Jack Pot Bell. Here is a machine that will solve your slug problem The turret type escalator shows the last six coins played Besides, the machine pays out first, the coins which were last played. Fully automatic pay-out with double jackpot so that if one is empty the other serves as a lure. Easily convertible on location to play Pennies, Nickels, Dimes or Quarters. Only two parts to change which anyone can do in a few minutes. All change parts are included with the machine. Reels have ten stops but twenty symbols each and payouts are made on the customary Bell Machine combinations. Size, 12½x11x14 inches. Net weight 38 pounds.

Each **$145.00**



No. 3541—Mills Vest Pocket Bell. This new five-cent play machine may be tiny—but what a nickel getter With automatic payout, this machine features a push pull slot which actuates the mechanism Needs no lever or handle Attractive aluminum case, sturdy precision mechanism and instant access cash box Hinged reward sign covers reels when not in use Size, 8 x 7 x 8 inches Weigh 18 lbs

Each **$74.50**

Now for the first time we are able to offer top values at moderate prices in perfection factory rebuilt. Mills Gold Chrome and Silver Chrome machines. For extra value and extra profits the smart operators are now buying our reconditioned machines All of our perfection machines are factory reconditioned and mechanically perfect in every detail The entire front of the machine is heavily chrome-plated, everlastingly immune to tarnish, rust, or dullness. It shines like a mirror. Has new forged club handle and features newly improved reels with knee action for non-bounce smooth stops Mechanism is completely cheat-proof while the cabinet is thoroughly drill-proof. In 2 5 award style it features a tempting one-cherry payout—found only in the Mills Gold Chrome and Silver Chrome machines At the factory each machine is taken apart piece by piece, all worn parts replaced with new ones and then rebuilt and reconditioned to meet our strictest requirements of precision, performance and perfection

No. 3502—Mills 25c Rebuilt Chrome Slot Machines **$199.50**

No 3501—Mills 10c Rebuilt Chrome Slot Machines **199.50**

No 3503—Mills 5c Rebuilt Chrome Slot Machines. **199.50**

Silver King Vending Machine. Vends everything and anything—holds about 3 pounds of nuts, candy, toys gum balls or marbles Plus features include Hammerloid finish, easy loading facilities, simple portion adjustment, pick-proof screw top lock and coin chute that stops overfire and underfire coins The wide 7 inch square base has four large 1½ inch rubber suction cups The glass globe has a brightly colored inviting decal label Height of machine 14 inches

No 3505—1c coin slot

No 3506—5c coin slot.

Each **$13.95**

Each in lots of 10 **$12.50**

No. 3505—Silver King Globes. Extra glass globes for above vendors.

Each **$1.50**

WINGS CIGARETTE MACHINE

This superb 5-reel cigarette game is presented in a compact cabinet finished in attractive two-tone hammer tuid Engineered and constructed to render matchless mechanical performance on location Has top-notch playing action—its 5 cigarette reels hold the promise to players of three tempting awards Equipped with the latest 75-25% coin dividers, Available in penny and nickel play—state style desired.

No. 3559 **$29.50** Each

POPULAR BALL GUM

No. 1447P1—Rain-Bio Ball Gum, Something new in bubble gum Both the candy coating and the gum inside come in assorted bright colors making possible the forming of rainbow hued bubbles Made of gum base sugar, corn syrup, softening ingredients, natural and artificial flavors U S certified food colors Large ¾ inch size Packed 100 to box

Per box **45¢** Per dozen boxes **$4.80**

No. 3814 "Bubblechews" Ball Gum. Delicious ¾ inch ball gum coated with tasty candy in assorted colors Packed 25 lbs. to a case containing approximately 4000 pieces.

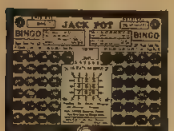
Per case **$9.50**

POK-O-REEL POKER MACHINE

Accentuated by contrasting hammerloid. The front grill decorated with stripes gives Pok-o-Reel that modern look Playing action is surprisingly easy reels come to perfect, non-bounce stop and display over-new five card hands. Rugged mechanism built to take years of abuse Coin divider puts 10% of receipts into location cash box, and deposits 25% into spacious operators cash compartment. Available in penny or nickel play—state style desired.

No. 3543 **$29.50** Each

SALES LEADERS
That Really Sell



ORIGINAL JAR O' DO BINGO JACKPOT DEAL

The sale sensation of the century with plenty of winners for extra fast play. Pays out from 25c to $5.00 with write-in jackpot that can be increased on each additional deal until the winner is hit. Creates added player interest. Colorful Jackpot card has 90 seals of which seventeen are taken.

PAYOUT AND PROFIT

1260 Tickets at 5c Takes in $63.00
73 Winners with Average Payout of ... 28.60

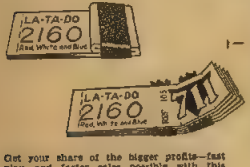
Average Profit $34.40

DEAL No. 2042

Bingo Jackpot Deal. Consists of 1260 tickets, sturdy metal stand and colorful jackpot card.
Per deal complete $3.20

REFILL No. 2041

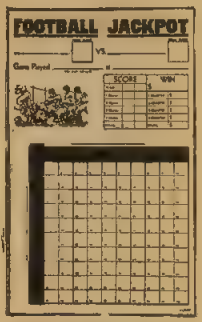
Bingo Jackpot Deal Refill. Consists of jackpot card and 1260 tickets mounted on wood holder for easy transfer to your metal stand.
Per refill complete $2.05
Per refill, in lots of 12 ..... $1.95
Per refill, in lots of 100 ..... $1.85



Get your share of the bigger profits—fast play—and faster sales possible with this newest, latest Red, White and Blue stapled ticket. Features cheatproof glued colored tape that firmly encloses the folded ends of all five tickets. When the tape is broken, all five folded ends open to reveal the concealed numbers. Opens easier—sells faster—more reliable—always in demand. Each deal consists of 2170 tickets stapled 5 to a bundle—434 bundles in a bag. At 25c per bundle takes in $108.50 and pays out $72.50. Your ACTUAL PROFIT is $36.50.

Deal No. 2071
La-Ta-Do Stapled
Red, White and Blue Tickets

Each	Each in lots of 12	Each in lots of 100
$2.20	$2.10	$2.00



No. 770—Football Jack Pot Card. Of heavy cardboard in assorted colors, this popular board has 100 numbered spaces for customers names. The players may select any open space and after all of the spaces are sold the index tapes are removed and each player's score number is revealed. With this popular card the operator may set his own price per space and also the amount of the payout for each quarter and the final score grand prize.
Each ..... 25¢
Per dozen $2.50

Jar-O-Do BASEBALL DAILIES

New snappy baseball tickets. Specially made for daily play. Operator sets own price per sale, also prize awards. Popular two-club eye Major leagues. Each ticket and card has identifying serial number. Tickets are folded and banded with colored tape.

No. 142P406 — National-American Baseball Card. Two teams—one National and one American on ticket — 120 tickets on card. Tally chart on back of card.
Per dozen $2.50
Per gross .. $28.50

No. 142P407—National-American Baseball Card. Game 120-ticket card as above but tickets taped in bundles of 5—24 bundles on card
Per dozen $2.75
Per gross $31.50

No. 142P408—American League Baseball Card. Two teams, one league—National league substitutes—28 tickets on card
Per dozen $1.25
Per gross $13.50

JAR O' DO DANGLING DUCKET BINGO DEAL

The newest sensational repeat smashing deal that is breaking all records for fast play. Has plenty of winners for player interest. Consists of 1260 tickets mounted on sturdy metal stand. Better than a jar deal. Sells fast on all locations. Has 88 winners and pays out from 25c to $1.00

PAYOUT AND PROFIT

1260 Tickets at 5c Takes in $63.00
88 Winners with Definite Payout 40.00

Definite Profit $23.00

DEAL No. 2038

Dangling Bucket Bingo Deal. Consists of [redacted] tickets sturdy metal stand and colorful award card
Per deal complete $2.40

REFILL No. 2039

Dangling Bucket Bingo Refill. Consists of 1260 tickets mounted on wood holder for easy transfer to your metal stand.
Per refill complete $1.35
Per [redacted] in lots of 12 ..... $1.25
Per refill, in lots of 100 ..... $1.15

The best Big Charley Deal we've ever seen—stapled in fives with all five numbered ends folded together and having one firmly glued colored cheatproof tape around all five folds. When the tape is broken, all five folded ends open to reveal the enclosed numbers and colored shields. Saves time and sells faster. Contains 2170 tickets. Takes in $434.00 at $1.00 per bundle and pays out $300.00. Your ACTUAL PROFIT is $74.00

Deal No. 2067
La-Ta-Do Stapled
Red, White and Blue Tickets
Big Charley Deal

Each	Each in lots of 12	Each in lots of 100
$2.20	$2.10	$2.00

It's new ...it's magnetic!
Magic Mary
the doll that
CLOTHES "CLING TO!"
NO TABS . . . NO GLUE . . . NO MUSS . . . NO FUSS. The "New Look" dresses of Magic Mary are held securely in proper position by tiny metal tabs applied to each dress and attracted by the small magnet in the paper doll. Children thrill to this new MILTON BRADLEY "box office" champion with the *magnetic personality*.
From Leading Jobbers of Playthings and Games Or Order Direct From Us
MB
SPRINGFIELD 2, MASSACHUSETTS
MILTON BRADLEY
Magic Mary
THE MAGNETIC PAPER DOLL
DRESSES CLING LIKE MAGIC

MINER'S LAMPS

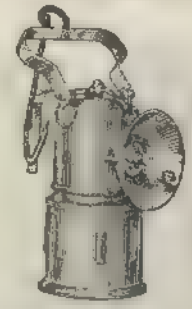
STREAMLINED TYPE

Round cap hook with non-breakable, adjustable cap spring. 3-inch chromium plated reflector. Air-cooled grip allows free circulation of air between rubber grip and bottom. Made of brass, polished and lacquered. Weight, 5 ozs.

No.	Equipment	Per doz
830-R	As shown, 3 in. reflector	$35.00
810-R	Same as No. 830-R, but with 2½-inch reflector	33.00
811-R	Same as No. 810-R but with No. 77 Carbide Can	36.00

All above one in a carton

I. T. P. MINERS' LAMP



With Bail and Hook

Standard in most mines, large and small. Built to stand rough usage—a steady, uniform working light without requiring adjustment or regulation. Regularly supplied with 3½-inch Chromium Plated Brass Reflector.

No.	Wt. each	Each
205	21 ozs.	$5.30

One in a carton

AUTO LITE

Polished brass with 2½-inch reflector featuring the bumper grip, which prevents breaking or denting bottom when striking to break up sludge. Provides excellent gripping device for removing bottom. Provides cool grip when bottom is hot

No.	Wt. per doz.	Per doz.
106	7 lbs	$30.80

One dozen in a carton

HAND LAMPS WITH AUTOMATIC FEED

BUILT FOR HEAVY DUTY

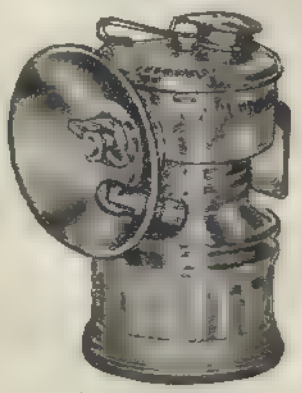
With Bail and Hook

Valve stem can be taken out and cleaned and light will not go out. Extra heavy, 4-inch chrome plated reflector. Has Flame Protector which makes flame windproof and drip-proof—particularly useful in wet mines.

No.	Finish	Per doz.
50-D	Steel, tinned	$66.00

One in a carton

NEW TYPE



New type broad flat hook for hard hats. Made of polished brass with 2½-inch nickel plated reflector.

No.	Wt. per doz.	Per doz.
111	8 lbs	$30.00

One in a carton

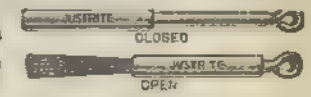
MINER'S LAMP PARTS

Flints

No. 66 No. 28

Burner Tips

No. 180 Windproof Flame Protector



No. 37 Tip Cleaner with Sliding Cover

No. 248 Tip Reamer

No. 64 Felt Holder

No. 60 Rubber Gasket

No. 62 Felt Packing

No.		Per gross
172	Flints	$ 4.30
66	Lava Tip	13.75
28	"Jewel" Burner Tip	8.75
180	Flame Protector	13.15
37	Tip Cleaner	30.80
248	Tip Reamer	5.50
64	Felt Holder	6.50
60	Gaskets	3.65
62	Felts	2.50

One gross in a carton

CARBIDE CANS

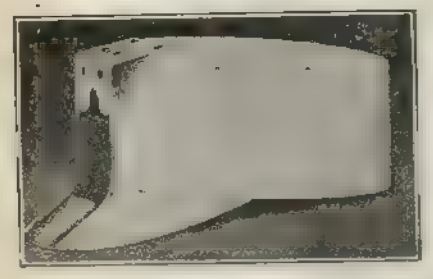
Holds 10 ozs. of carbide. Concaved to fit boot or hip pocket. Steel, tin plate, lacquered.

No.	Per gross
77	$27.60

Loose

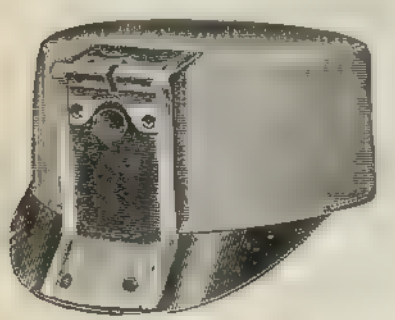
DEPT. 9

MINERS CAPS



Brown-Safety Cap, made of heavy-weight special shrunk duck, flannel lined, canvas visor and fibre metal "Safety" Lamp Holder. Sizes carried in stock, 6 ⅞-7-7 ⅛-7 ¼-7 ⅜-7 ½.

No.	Wt. per doz.	Per doz.
97-25	4 lbs.	$10.20



Ten-ounce heavy shrunk duck. Flannel lined. No. 97 has visor and lamp holder of vulcanized fibre.

No.	Wt. per doz.	Per doz.
97 Brown	4 lbs.	$8.30

One dozen of a size in a box.

CARBIDE

FOR MINERS' LAMPS

Union

Size	Case contents	Per case
2-lb. cans	24 cans	$16.80
10-lb. cans	6 cans	17.20

Size	Each
25-lb. drums	$5.30

Size	Each
100-lb. drums	$16.00

TERMS: Net 30 days.

THREAD CUTTING OIL

TOLEDO

Black sulphur base. Excellent for hand tools or power pipe machines. Improves the quality of threads, is antiseptic and adds to life of dies.

Size	Wt. each	Each
1-gallon cans	8 lbs	$ 2.32
5-gallon cans	44 lbs.	11.60

SADDLE SOAP

FIEBING'S

Fiebing's yellow saddle soap has been sold for over 50 years as the perfect cleaner for shoes, saddles, luggage, leather coats and all articles of leather.

No.	Size can	Wt per doz.	Per doz.
Fiebing's	8 oz.	8 lbs.	$6.90

One dozen in a carton.

WILLIAMS

Williams Saddle Soap cleans, softens and helps preserve all leather goods. No waste, does not rust or harden in the tube

No.	Wt. per doz.	Per doz.
Williams	5 lbs.	$3.60

One dozen in a carton.

CENTENNIAL MOTOR OIL

2-GALLON CANS

S.A.E. 10 to S.A.E. 50

Centennial 3,000-mile guarantee 100% Pure Paraffin Base.

Produced from 100% paraffin and Pennsylvania base, meets every possible requirement for critical service. It is made by straight fractioning and distillation; triple filtered to remove all possible impurities that may be harmful. No acid, solvent or other chemical treatment is introduced

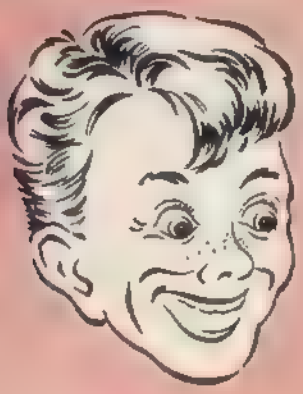
No.	Grade	Wt. per case	Per can
S.A.E. 10	Extra Light	44 lbs.	$2.80
S.A.E. 20	Light	44 lbs.	2.80
S.A.E. 30	Light Medium	44 lbs.	2.80
S.A.E. 40	Medium	44 lbs.	2.80
S.A.E. 50	Medium Heavy	44 lbs.	2.80

Three cans in a case

NEATSFOOT OIL COMPOUND

High quality compound for restoring clutch and brake facings. Preserves and softens all leather.

Size	Each
½-pint cans	$0.44
1-pint cans	.68
1-quart cans	1.06
1-gallon cans	3.20



oh-h-h Boy!

THE *REAL* MINIATURE

Sells on Sight

- **OFFICIAL SCALED MINIATURE...** model of world famous International Harvester Farmall tractor and McCormick-Deering trailer.
- **MATERIAL...** best grade, pre-tested, durable plastic; resilient characteristic for withstanding hard knocks.
- **COLOR...** eye-catching, sales-producing, gleaming, International Harvester red — non-peeling, impregnated color; good for life of tractor and trailer.
- **DETAILED ENGINEERING...** structurally strong; displays oil filter, generator, carburetor, etc.
- **PACKAGE...** both units individually and attractively boxed for display and sales purposes.
- **GENUINE OVERSIZE RUBBER TIRES.**

NOW... sold by some of nation's most famous stores and International Harvester dealers.

NOW... for first time, available for general distribution.

NOTE... Sold direct from factory. Inquiries invited from chain stores, department stores, variety stores, gift shops.

Room 351
200 Fifth Avenue
New York, N. Y

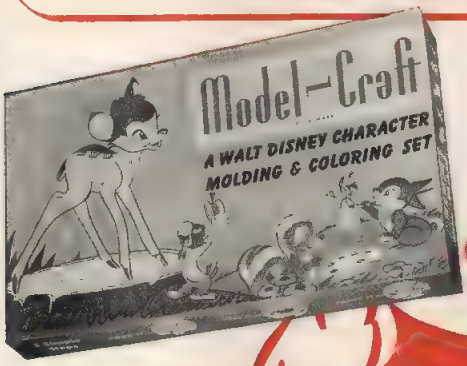
SEE US AT THE NEW YORK TOY FAIR
CHARLES H. CARROLL

1421 Merchandise Mart
222 North Bank Drive
Chicago 54 Ill

PRODUCT MINIATURE CO., INC.

2246 SOUTH 54th STREET • MILWAUKEE 14, WISCONSIN

NATCH'... MODEL-CRAFT MOLDING and COLORING SETS ARE TOPS!



SEE OUR COMPLETE LINE OF 20 SETS AT THE TOY FAIR

NEW YORK OFFICE
200 FIFTH AVE. BLDG., SUITE 430 — NEW YORK 10, N. Y.
GORDON WOLKENBERG and BOB FREEMAN

LOS ANGELES OFFICE
122 N. WESTERN AVE., LOS ANGELES, CALIF.
DAVID SCHWARTZ

DALLAS OFFICE
2705 CANTON ST., DALLAS 1, TEXAS
HERBERT SIERK & CO.

ATLANTA OFFICE
1022 JUNIPER ST., N.E., ATLANTA, GA.
WM. YARBOROUGH — ATLANTA TOY MART

Model Craft Inc.

A PROSPEROUS NEW YEAR
A *Model* NEW YEAR!

HERE'S THE INSIDE DOPE ON *model* MERCHANDISING PLANS

a Christmas present of increased sales and higher profits which you'll enjoy all through 1948!

BIG SALES COME IN SMALL PACKAGES. First of the items in the Model Merchandising Plan is a package deal consisting of two Model Bucket Loaders, two Model Concrete Mixers, and one Model Dump Truck. Included in this deal is an attractive counter display that gives point-of-sales power and kicks off "chain-action" selling

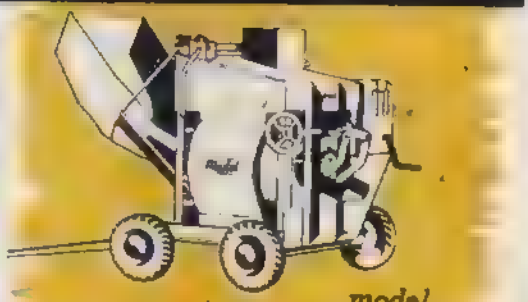
PROFITS LIE IN DISCOUNTS. With 1948 come more attractive trade discounts on the entire Model line . . . for higher profits in your business

BACKING YOU UP ALL THE WAY. More than ever, the Model Merchandising Plan includes hard-hitting national advertising, publicity, and public relations . . . to make your selling even easier. And, as usual, Model quality stands behind your sales. Model Toys are scaled from heavy construction equipment. They're built like that heavy equipment too . . . built to last and last to withstand the roughest kind of treatment That means assured parent satisfaction . . . the solid basis of bigger business for you

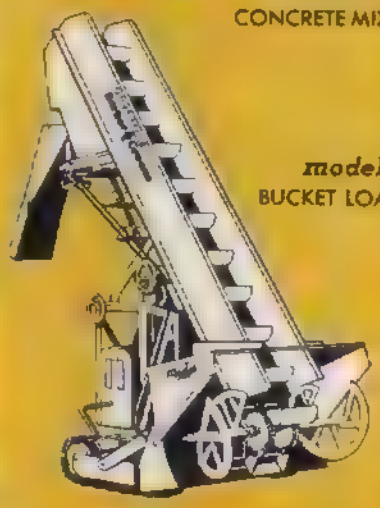
THE CHARLES WM. DOEPKE MFG. CO., Rossmoyne, (Cincinnati), O.

Export Division P. O. 401, South Bend 24, Indiana, U. S. A.
Cable Address: United, U. S. A.

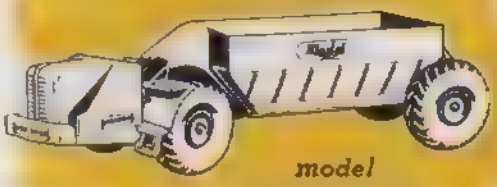
model Toys, winners of Certificate of Award, *Parents* Magazine and Certificate of Merit, Consumer Toy Show, New York.



model
CONCRETE MIXER



model
BUCKET LOADER



model
EARTH HAULER

TESTED AND COMMENDED by PARENTS' MAGAZINE

AMERICAN TOYS

Model TOYS

Order now for February delivery from these
MODEL TOYS SALES REPRESENTATIVES

MR. JOSEPH J. BARNETT
200 Fifth Avenue Building
Room 559 and 553
New York 10, New York

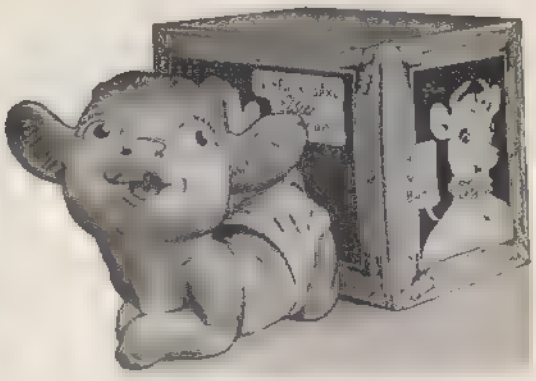
MR. KEN ROBERTS
Western Merchandise Mart
1355 Market Street
San Francisco, California

MR WILLIAM A YARBOROUGH
Atlanta Toy Mart
1022 Juniper Street, N. W.
Atlanta, Georgia

MR HUGH D. KENNEY
1443 Merchandise Mart
Chicago, Illinois

FORREST AND THIGPEN
6002 Worth Street
Dallas, Texas

Here it is!
MODEL-L
All pieces necessary to build over 100 models 2 screwdrivers—wrenches—demountable rubber tires. Shipping wt 18 lbs 1 doz FREIGHT PREPAID
$2.95 • RETAIL
MODEL-S
All pieces necessary to build over 50 models: 1 screwdriver— wrench demountable rubber tires Shipping wt. 12 lbs, 1 doz FREIGHT PREPAID
$1.69 • RETAIL
All Aluminum
WILL NOT RUST—
NATIONALLY KNOWN MICKEY MOUSE IS YOUR STAR SALESMAN
SETS ARE COMPLETE WITH EASY TO FOLLOW BUILDING BLUEPRINTS
ADVERTISING MATS WILL BE FURNISHED ON REQUEST WITH YOUR ORDER.
FAIR TRADED • FAST MOVING • SALES REPEATING • PROFIT BUILDING
WALT DISNEY
MICKEY MOUSE
ASSEMBLY SET
Manufactured by
Hollywood Toycraft INC.
6223 SAN FERNANDO ROAD
GLENDALE 1, CALIF.



Here's

BEAUREGARD—*Elsie's Baby Boy!!*

His alert up-turned face has an irresistible "take-me" look! Famous Elsie's baby calf has had, and will continue to have, full-page nationwide advertising in such magazines as LIFE, SATURDAY EVENING POST, COLLIER'S and others — a build-up which will impress his identity and appeal on thousands of potential consumers.

Made by the patented KAYSAM process of pure, soft latex, little Beau's features are molded with wonderful detail that are accentuated by gay, harmless colors. He squeals with delight when squeezed.

Beauregard's individual package is an unusual picture-frame box which, by means of a clever, simple cut-out, can be used as an effective counter or window display to attract immediate attention.

A word to the wise — order now for prompt delivery.

See BEAUREGARD and other KAYSAM latex Joy Toys at the Molded Latex Toy Fair Exhibit—Rooms 642-644, Hotel McAlpin

for ALL season's sales . . .
choose the JOY BALL

Show the famous Joy Ball from Christmas to July Fourth, and all year 'round. You will find it substantially profitable.

Molded of seamless rubber by the patented KAYSAM process, an inflated Joy Ball can be stepped on and pushed right down to the ground without breakage. Its unique valve, mouth-inflated, leaves no annoying bulge. You'll like the gay color, 14" diameter, high bounce, and safe, velvet-soft touch. And the *really low price* makes it ideal as a playball for every season—your sales will prove it!

The Joy Ball Jr. is the same, but smaller — especially suited for the younger child.

Place Orders NOW for Spring and Summer delivery

(We were overwhelmed last season!)

Write for colorful catalogue illustrating complete KAYSAM line of quality latex Joy Toys and Joy Balls

MOLDED LATEX PRODUCTS, INC.

PATERSON 3, NEW JERSEY

Here's BEAUREGARD--*Elsie's Baby Boy!*

His alert up-turned face has an irresistible "take-me" look! Famous Elsie's baby calf has had, and will continue to have, full page nation-wide advertising in such magazines as LIFE, SATURDAY EVENING POST, COLLIER'S and others—a build-up which will impress his identity and appeal on thousands of potential consumers.

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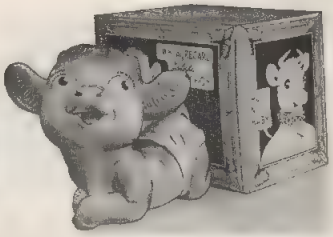

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Write for colorful catalogue illustrating complete KAYSAM line of quality latex Joy Toys and Joy Balls.

MOLDED LATEX PRODUCTS, INC.

PATERSON 3, NEW JERSEY

The Glamour Girl of 1948

A bright and beautiful stimulating and stupendous line of glamour dolls. . . . A complete bridal party of dolls . . . brother and sister Perky dolls . . . dolls for every occasion the year 'round! All exquisitely dressed, beautifully molded with the ingenious designing talent that marks a "Mollye" doll! . . . A complete line of plastic dolls all for immediate delivery.

As an added feature, every afternoon from 2 P.M. to 3 P.M. at the Toy Fair, Mollye will demonstrate the proper saleable presentation of dolls . . . so that your clerks can do a better job for you . . . in selling dolls.

Toy Fair, Hotel McAlpin, Room 973-5.

MAIN OFFICE AND FACTORY

INTERNATIONAL DOLL CO. • 6510-16 UPLAND STREET, PHILADELPHIA, PA.

Western Representatives - Kay Bros., 355 So. Broadway, Los Angeles, Cal
Southern Representatives - Mrs. D. H. Levoy Box 424, Oak Hill, Ill

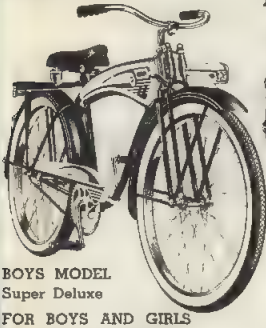
Middle Atlantic Representatives - Philip Fogelnest Denckle Bldg. 11th and Market Sts. Philadelphia, Pa

1948 MONARK BICYCLES

BUILT BY THE CREATORS OF THE FAMOUS ALUMINUM SILVER KING BICYCLE

NEW MODELS! NEW FEATURES! NEW ACCESSORIES!

MONARK SUPER DELUXE



BOYS MODEL
Super Deluxe

FOR BOYS AND GIRLS

No. 4SM-4408: Boys Model
No. 4SM-4418: Girls Model
Dealer's, each 48.98 LIST 49.95 (Fair Trade)
Lots of 3, each, 46.65
Less 2%, net. **45.72**

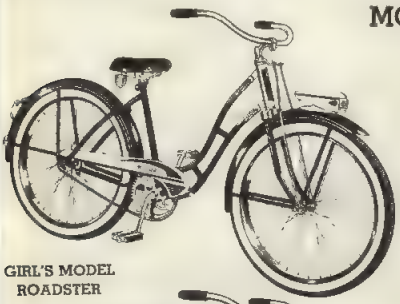
New "Kromegard" rear bumper and shockproof rear reflector. Heavy duty luggage carrier with chrome plated auto-style grille

New "Air-Wing" head shield of chrome plated aluminum. Double spring shock absorbers. New design headlite with "road focus" beam

Here is a bike that will make every boy's dream come true. The New Monark Super Deluxe has all the features that afford great safety both day and night. It has the new improved "girl design 16", a motorbike style frame with gracefully drop out fork ends double spring direct action shock absorbing type front fork for greater comfort in riding. The new exclusive "Air Wing" head shield, Kromegard rear bumper and safety tested reflector all of chrome plated polished aluminum are eye catching features that add style and safety to this bike. Built-in auto-type tank and horn . . . airplane type headlight with safety side lens . . . reinforced heavy duty luggage carrier with striking chrome grille are features that will please even the grown-ups. Sponge rubber padded saddle with weather resistant cover and double coil springs . . . deep crescent automotive type mudguards . . . U. S. Royal chain tread white sidewall 26 x 2.125 double tube balloon tires . . . "Kick up" type parking stand. New streamlined handlebars . . . drive assembly is of exclusive airline design with forged pedal crank, heavy rubber pedals, raising style chain and full length snag and splatter proof streamlined chain guard. Attractive new color combinations of Monark Maroon, Monark Green or Royal Blue with rich Gold and Ivory color trim in the new "porcelain-like" triple baked mar proof and chip resistant enamel finish. ONE YEAR'S INSURANCE AGAINST FIRE AND THEFT INCLUDED IN THE PURCHASE PRICE. Shipping weight 64 pounds.

One Year Fire and Theft Insurance Included on Purchase Price of Each Monark Bicycle

MONARK Boys and Girls ROADSTER

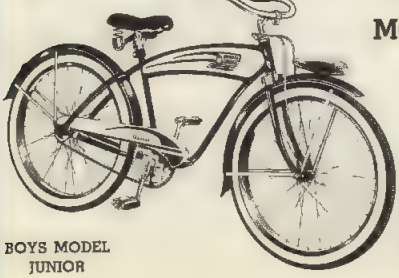


GIRL'S MODEL
ROADSTER

Here is your answer for the man or woman who asks for the best bicycle to be had without having to pay top prices. Sell such customers the Monark Roadster and you sell them for more than they will find in any other bicycle at the same price level. Here is a far more than average bicycle for the average man with the average purse. The newest Monark Roadster will attract new interest . . . and sales . . . among the younger active set of men and women as well as among the college class and those who ride to work. It is a fully deluxe appearing model with most of the remarkable "extra" features afforded in the deluxe model. This superior streamlined bike has the same general specifications as the Super Deluxe models less the double spring direct action shock absorbing fork, built-in tank and horn unit and luggage carrier. The spring fork is replaced by the triple plate crown tubular prong style fork and exclusive chrome plated "Stress-line" truss rods. Ladies model No. 4SM-4118 features the drop center style frame and special design saddle. Same color combinations as the Super Deluxe models. ONE YEAR'S INSURANCE AGAINST FIRE AND THEFT INCLUDED IN THE PURCHASE PRICE. Shipping weight 59 pounds.

No. 4SM-4118: Girls Model
No. 4SM-4108: Boys Model.
LIST 49.95 (Fair Trade)
Dealer's, each, 41.78. Lots of 3, each, 40.10
Less 2%, net..... **39.30**

MONARK Boys and Girls JUNIOR



BOYS MODEL
JUNIOR

You sell a customer more for his money in a Monark Junior model than in any other bicycle. This equipped Junior model is styled and proportioned to youthful requirements. It has more eye-filling beauty in streamlining and automobile finish, color and trim . . . more features for riding enjoyment and convenience . . . sturdy . . . this bicycle will withstand all the abuse and careless handling that a young rider might give it. The Monark Junior has a 15 inch frame flush welded and the same high quality construction with built-in horn, new exclusive style chrome plated truss rods, chrome plated torpedo tank and full length one-piece polished chrome plated handlebars will appease the desires of the youngsters. Equipped with U. S. Royal white sidewall 24 x 2.125 double tube balloon tires, weather resistant saddle cover and twin lens rear reflector. Triple baked mar and chip resistant enamel finish. Boys model in Monark Maroon, girls model in Royal Blue both with rich Gold and Ivory color trim. ONE YEAR'S INSURANCE AGAINST FIRE AND THEFT INCLUDED IN THE PURCHASE PRICE. Shipping weight 57 pounds

No. 4SM-1308: 24 in. Boys Model.
No. 4SM-1318 24 in Girls Model
List 49.95 (Fair Trade)
Dealer's, each, 41.41. Lots of 3, each, 39.33
Less 2%, net. **39.03**

BICYCLES NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

FISHING RODS

MONTAGUE

RED WING

Three-piece and extra tip of selected Tonkin bamboo flame finish. Scrulock reel seat of dark red composition and satin finish chrome plated. Chrome plated nickel silver hand welt serrated ferrules. Perfection chrome plated stainless steel snake guides with Perfection chrome plated tip-top. Shaped solid cork grip. Two color silk windings.

No.	Length	Wt. each	Each
1-RWF	8½ ft.	5 ozs.	★$35.00
1-RWF	9 ft.	5½ ozs.	★ 35.00

Packed in heavy canvas bag, and alumalite rod case

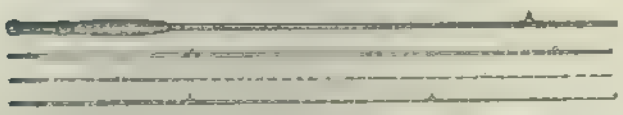
FISHKILL

Three-piece and extra tip of selected flame finish bamboo. Scrulock cedar and bronze reel seat. Bronze nickel silver hand welt serrated ferrules. Agatene butt guide and tungsten steel snake guides and Perfection steel tip-tops. Two color silk winding. Shaped solid cork grip.

No.	Length	Wt. each	Each
1-FF	8½ ft.	5 ozs.	★$25.00
1-FF	9 ft.	5½ ozs.	★ 25.00

Packed in canvas bag, and black fibre rod case

SPLITSWITCH COMBINATION

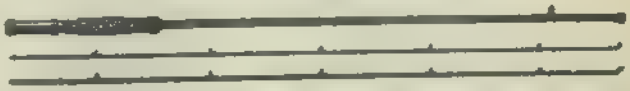


Three-piece and extra stout tip of selected flame finish split bamboo fitted with a detachable reversible cork grip. Aluminum Scrulock reel seat. Nickel plated rolled welt serrated ferrules. Hard steel one ring butt guide, tungsten steel snake guides on middle joint and fly tip, and one ring hard steel top on fly tip and casting top on stout tip. Closely wound two color silk windings. This rod will make a 9-foot fly; 6½-foot fly; 6-foot bait casting and a 3½-foot bait casting rod.

No.	Wt. each	Each
4-SC	16 ozs.	★$18.50

Packed in a cloth bag, and fibre rod case

TWO-PIECE RAPIDAN

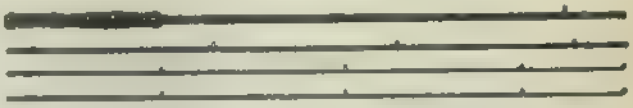


Two-piece with extra tip of selected flame finish split bamboo with shaped solid cork grip and aluminum Scrulock reel seat. Nickel plated rolled welt ferrules, stainless steel butt guide, stainless steel snake guides and chrome Perfection tip-top. Two color silk winding.

No.	Length	Wt. each	Each
1-R2F	7½ ft.	4 ozs.	★17.50

One in a cloth bag, and fibre rod case

RAPIDAN



Three-piece and extra tip of selected flame finish bamboo. Six-inch shaped solid cork grip with Scrulock black plastic reel seat. Nickel plated roll welt ferrules. Agatene butt guide, tungsten steel snake guides and tip joints mounted with pear shaped on one and agatene top on the other. Attractive two color silk windings.

No.	Length	Wt. each	Each
1-RF	8½ ft.	5 ozs.	★$17.50
1-RF	9 ft.	5½ ozs.	★ 17.50

One in a canvas bag, and fibre rod case

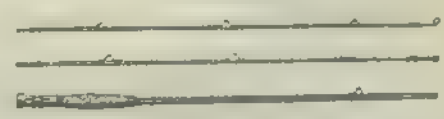
FLASH

Three-piece and extra tip of selected flame finish bamboo, with solid cork grip. Chromium plated Titelock reel seat. Chromium plated rolled welt ferrules. Hardened steel butt guide and tungsten steel snake guides with one ring hard steel tip-top. Two color silk windings.

No.	Length	Wt. each	Each
1-FLF	8½ ft.	5 ozs.	★$15.00
1-FLF	9 ft.	5½ ozs.	★ 15.00

One in a canvas bag, and fibre rod case

SUNBEAM



Three-piece and extra tip of brown tone split bamboo with shaped solid cork grip and Titelock nickel plated reel seat. Nickel plated improved rolled welt ferrules. Hard steel butt guide, tungsten steel snake guides and one ring hard steel tip-top. Attractive two color silk windings.

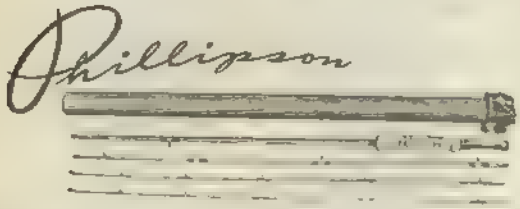
No.	Length	Wt. each	Each
1-SUF	8½ ft.	5 ozs.	★$12.00
1-SUF	9 ft.	5½ ozs.	★ 12.00

Packed in a cloth partitioned bag

★ Factory Suggested Resale Price

FISHING RODS

PHILLIPSON PARAMOUNT

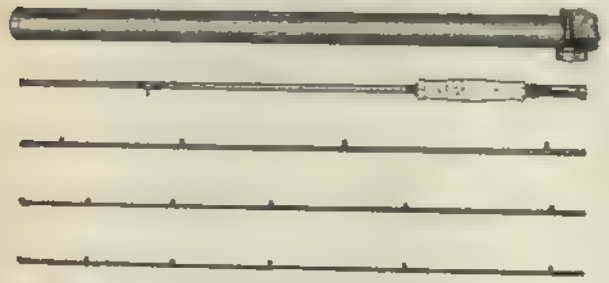


Three-piece and extra tip made of brown toned perfectly matched and balanced Tonkin split bamboo. Patented natural grip of selected split cork. Brown plastic with metal thread locking reel seat. Nickel silver hard drawn ferrules. Perfection chrome butt guides, tungsten steel snake guides and tip top. Black and white jasper silk windings with gold edging

No.	Length	Wt. each	Each
Paramount	9 ft.	5 ⅝ ozs.	★$50.00
	9 ½ ft	6 ¼ ozs	★ 50.00

One in a cloth and anodized aluminum case

PHILLIPSON POWR PACKT



Three-piece and extra tip of select sorted Tonkin butt brown toned bamboo. Round Welsh split jar cork grip. Brown plastic with metal thread locking reel seat. Nickel silver hard drawn ferrules. Perfection butt guide and tip top with tungsten steel snake guides. Wrapped with golden yellow nylon tipped with black

No.	Length	Wt. each	Each
Powr Packt	9 ft.	5 ⅝ ozs	★$37.50
	9 ½ ft.	6 ¼ ozs	★ 37.50

One in a cloth and anodized aluminum case

PHILLIPSON PACEMAKER

Three-piece and extra tip, made of good quality brown toned Tonkin bamboo. Round Welsh split jar cork grip. Black plastic with metal thread locking reel seat. Nickel silver hard drawn ferrules. Waldic black butt guide with Perfection snake guides and tip top. Wrapped with green nylon tipped with yellow.

No.	Length	Wt each	Each
Pacemaker	8 ½ ft.	5 ozs	★$25.00
	9 ft.	5 ⅝ ozs.	★ 25.00
	9 ½ ft.	6 ¼ ozs.	★ 25.00

One in a cloth bag, packed in aluminum case

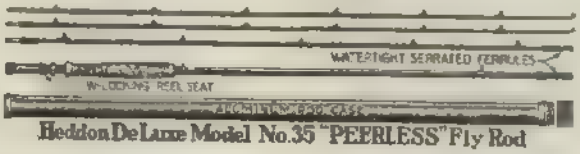
PHILLIPSON PARAGON

Three-piece and extra tip made of good grade brown toned Tonkin bamboo. Round Welsh split jar cork grip. Black plastic locking type reel seat. Black Waldic steel butt guide. Perfection snake guides and tip top. Nickel silver ferrules. Wrapped with silver gray nylon.

No.	Length	Wt. each	Each
Paragon	8 ½ ft.	5 ozs.	★$19.75
	9 ft.	5 ⅝ ozs.	★ 19.75

One in a cloth bag, packed in fibre case

HEDDON'S PEERLESS DELUXE



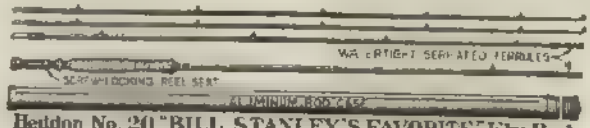
Heddon DeLuxe Model No.35 "PEERLESS" Fly Rod

Three-piece with extra tip of carefully selected brown tone Tonkin cane. Perfection guides and top. All mountings are nickel silver gunmetal finish. Hand welt hand made waterproof ferrules. New locking reel seat which screws reel absolutely fast and made of Circassion walnut with threads of black pyraline. Wound with brown and black silk

No.	Length	Wt. each	Each
35	9 ft.	6 ozs.	(F)$50.00
35	9 ½ ft.	6 ¼ ozs.	(F) 50.00

One in a cloth bag, packed in an aluminum case

HEDDON'S BILL STANLEY'S FAVORITE



Heddon No. 20 "BILL STANLEY'S FAVORITE" Fly Rod

Three-piece extra tip of selected brown tone Tonkin cane fitted with Perfection guides and top. All metal parts are nickel silver, gunmetal finish. Hand welt ferrules. Hold-tite locking reel seat of hard plastic material which screws fast to reel Wound with maroon and gold silk.

No.	Length	Wt. each	Each
20	9 ft.	6 ozs.	(F)$40.00
20	9 ½ ft.	6 ¼ ozs.	(F) 40.00

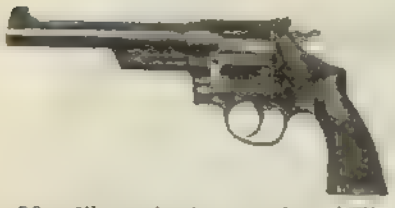
One in a cloth bag, packed in an aluminum case

(F) Fair Traded
★ Factory Suggested Resale Price

REVOLVERS

SMITH & WESSON

OUTDOORSMAN



.38 caliber, six-shot revolver built on a heavy frame with new type extractor-rod casing and swing-out cylinder. Checkered walnut stocks. ⅛ inch Patridge front sight and square notch rear sight adjustable for windage and elevation. Grooved tangs and trigger. Chambered for .38 special cartridges, regular, Mid-Range or High Speed cartridges. Blue finish. Length overall, 11¾ inches.

No.	Length barrel	Wt. each	Each
ST3844	6½ in.	41¾ oz.	(F)$64.00

HEAVY DUTY

.38 caliber, built on a heavy model frame with the new type extractor-rod casing and swing-out cylinder. Fixed front sight with square notch in rear. Blued finish. Checkered Circassian walnut stocks. Chambered for .38 S. & W. Special and .38/44 S. & W. Special. Trigger and hammer tip grooved. Length overall, 10 inches.

No.	Length barrel	Wt. each	Each
3844	5 in.	40 oz.	(F)$64.00

.357 MAGNUM

.357 Magnum Caliber, 6½-inch Barrel. The most powerful and the finest target revolver made. Built on a heavy frame with finely checked rib barrel and heavy recessed extractor rod lug. Heat treated chrome-nickel steel cylinder with recessed head space. Blued finish. Patridge front sight and rear sight leaf equipped with blocking screw to secure permanent and unchanging adjustment. Fitted with the new checkered walnut stock. Length overall, 13¾ inches. Can also be secured with 3½, 5, 6, or 8⅜ inch barrel from factory.

No.	Wt. each	Each
SM-357	48 oz.	(F)$100.00

MASTERPIECE

.22 caliber, 6-inch barrel, target model, built on a heavy frame. New ribbed barrel to give more weight up front. New high-speed hammer and anti-backlash trigger feature. New short cocking action for faster handling. ⅛ inch Patridge front sight and micrometer click rear sight with windage and elevation adjustment. Checkered walnut stocks. Grooved tangs and trigger. Blued finish. Length overall, 11½ inches.

No.	Length barrel	Wt. each	Each
K22	6 in.	38 oz.	(F)$65.00

No. K32 Masterpiece

.32 caliber model chambered for .32 S. & W. Long or .32 Colt New Police cartridges. Otherwise same as No. K22 revolver

No.	Length barrel	Wt. each	Each
K32	6 in.	32 oz.	(F)$65.00

No. K38 Masterpiece

.38 caliber model, chambered for .38 Special, regular, Mid-Range or Super Police cartridges. Otherwise same as No. K22 revolver.

No.	Length barrel	Wt. each	Each
K38	6 in.	33 oz.	(F)$65.00

MILITARY AND POLICE MODEL

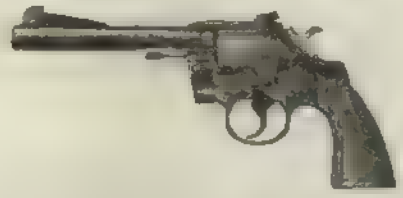
.38 calibers, 2, 4, 5 and 6-inch barrels. Six-shot, square butt, built on a heavy frame. Blued finish. Fixed front sight with square notch in rear. Checkered walnut stocks. Grooved trigger and checkered hammer tip to prevent slipping. Chambered for .38 special cartridges. Weights, 27 to 31 ounces.

No.	Caliber	Length barrel	Each
MP-382	.38	2 in.	(F)$56.50
MP-384	.38	4 in.	(F) 56.50
MP-385	.38	5 in.	(F) 56.50
MP-386	.38	6 in.	(F) 56.50

All above, one in a carton
(F) Fair Traded

COLT

OFFICERS MODEL TARGET



.38 Caliber. Built on heavy frame, perfect in balance and accuracy, with super-precisioned barrel. Adjustable Coltmaster rear sight, fixed glare-proofed front sight with serrated ramp base. Coltwood plastic checkered stock. Checkered backstrap and trigger. Grooved hammer spur and special deep-cut hammer for easy cocking. Dualtone blue, glare-proofed finish. Length overall, 11¼ inches. Chambered for .38 Special cartridges including .38/44 caliber.

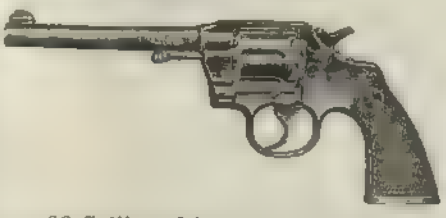
No.	Length barrel	Wt. each	Each
OMT38	6 in.	39 oz.	(F)$75.00

.22 Caliber

The popular target shooters model, built as No. OMT38 but chambered for 22 long rifle, regular or high-speed cartridges. Fitted with embedded head cylinder which eliminates the possibility of split cartridge heads.

No.	Length barrel	Wt. each	Each
OMT22	6 in.	43 oz.	(F)$75.00

OFFICIAL POLICE



.22 Caliber, 6-inch Barrel and .38 Calibers, with 4, 5 and 6-inch Barrels.

The popular service revolver that is without question, the outstanding police arm. Built on a heavy caliber frame. Top of frame stippled to eliminate glare. Checkered Coltwood plastic grips. Grooved trigger and checkered hammer spur. Dual tone blued glare proofed finish. .38 caliber is chambered for .38 special, regular or high-speed cartridges including .38/44 and .22 caliber is chambered for .22 long rifle cartridges, regular or high-speed

No.	Caliber	Length barrel	Wt. each	Each
OP-226	.22	6 in.	38 oz.	(F)$65.00
OP-384	.38	4 in.	35 oz.	(F) 65.00
OP-385	.38	5 in.	36 oz.	(F) 65.00
OP-386	.38	6 in.	38 oz.	(F) 65.00

MOSSBERG RIFLES

AUTOMATIC

MODEL 151-M

Take down automatic rifle with 20-inch round barrel. Full length genuine walnut stock, oil finished, streamlined trigger guard. Quick detachable swivels. Magazine capacity, 15 .22 long rifle cartridges, either regular or high speed. Fitted with Mossberg hooded ramp front sight with changeable inserts and No. S-107 open sporting rear and No. S-130 Micro-click peep sight with disc. Drilled and tapped for Mossberg telescope sight. Length overall, 40 inches.

Model	Caliber	Wt. each	Each
151-M	.22 Long Rifle	7 lbs.	(F)$31.70

MODEL 152 CARBINE TYPE

Carbine style, automatic rifle with seven-shot clip type magazine. Monte Carlo type stock of genuine walnut with 18-inch tapered barrel, chambered for .22 long rifle cartridges. Length overall, 37 inches. Receiver peep sight with windage and elevation adjustment and post front sight with side guards. Fitted with adjustable sling strap. Hinged forearm.

Model	Caliber	Wt. each	Each
152	.22 Long Rifle	5 lbs.	(F)$27.80

Extra Magazines

No.	Each
498	★$1.00

BOLT ACTION REPEATER

MODEL 46 M

Bolt action take down repeater with 23-inch tapered barrel. Chambered for .22 long rifle cartridges. Tubular magazine. Genuine walnut, oil finished stock. Streamlined trigger guard. Detachable swivels. New type bolt handle. Hooded ramp front sight with four permanently attached inserts. No. S-107 rear sight with screw adjustment for windage and elevation. No. S-130 Micro-click peep sight that swings out of the way permitting use of open or telescope sight. Tapped and drilled for Mossberg scopes. Length overall, 40 inches. Magazine capacity, 22 short, 18 long, or 15 long rifle cartridges.

Model	Caliber	Wt. each	Each
46-M	.22	7 lbs.	(F)$28.60

BOLT ACTION REPEATER

MODEL 46-B

Bolt action repeater with 26-inch tapered barrel, chambered for .22 long rifle cartridges. Genuine American walnut, oil finished stock, with large beavertail forearm and cheek piece. Streamlined trigger guard. Tubular magazine, capacity: 30 shorts, 23 long, or 20 long rifle cartridges. Tapped and drilled for telescope sight. Detachable type swivels. New ramp front sight with hood, open rear sight and peep sight with selective discs. Length overall, 43¼ inches.

Model	Caliber	Wt. each	Each
46-B	.22	7 lbs.	(F)$24.00

MODEL 144

Bolt action take down, seven-shot, .22 caliber clip type repeater with 26-inch semi-floating round barrel chambered for .22 short, long or long rifle cartridges. Target stock of genuine American walnut, pistol grip. Beavertail fore-end with 1¼-inch, quick detachable swivels. Steel butt plate and molded trigger guard. Fitted with Mossberg No. S-130 Micro-click receiver peep sight and hooded ramp front sights with interchangeable discs. Receiver grooved to take Mossberg scope. Length overall, 43 inches.

Model	Caliber	Wt. each	Each
144	.22	8 lbs.	(F)$28.65

Extra Magazines

No.	Each
498	★$1.00

MODEL 42-M

Bolt action repeater with 23-inch tapered barrel, crowned muzzle. Similar in design and construction to Model 46-M except supplied with the new double duty detachable type clip magazine. Made to handle .22 short cartridges with same accurate precision as long or long rifle cartridges. Fitted with Trap Door butt plate with cut-out stock holding extra cartridge clip.

Model	Caliber	Wt. each	Each
42-M	.22 Short	6¾ lbs.	(F)$23.65

Extra Magazines

No.	Each
498	★$1.00

MODEL 142 CARBINE TYPE

Bolt action, carbine type, seven-shot, .22 caliber, clip repeater, with hinged fore-end. 18-inch tapered barrel with Monte Carlo stock of genuine walnut, hand rubbed finish. Adjustable sling strap mounted on swivels on left side of stock. New receiver peep sight with adjustments and post front sight has military type side guards. Length overall, 37 inches.

Model	Caliber	Wt. each	Each
142	.22	5 lbs.	(F)$22.95

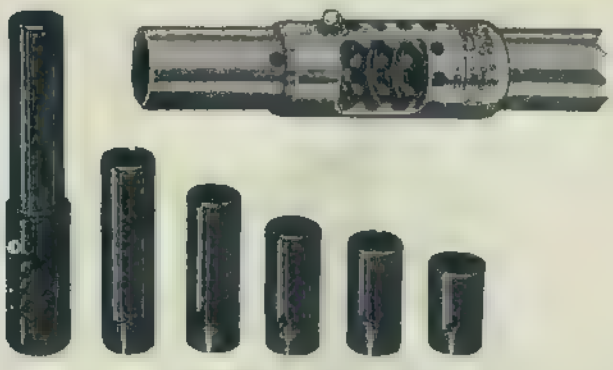
All above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

SHOTGUN CHOKES

WEAVER-CHOKE



The bore of the Weaver-Choke is equipped with a series of baffle rings. The high velocity powder gases strike these baffles tending to pull the gun forward, reducing recoil. The gas is diverted out through the vents before the shot leaves the muzzle, reducing the muzzle blast and eliminating blown patterns and scattered shot. Six choke tubes are available, each correctly designed for its particular purpose.

No.	Type
XFC	Extra full choke, deadly to 70 yards.
FC	Full choke similar to the standard full choke.
3/4	Three-quarter choke, for small game to 40 yards.
1/2	One-half choke, fairly wide shot spread, good killing pattern on small game to 35 yards.
1/4	One-quarter choke, wide spread for short shots to 30 yards.
S	Skeet or Scatter, a wide even pattern for use at Skeet or for very close game shooting.

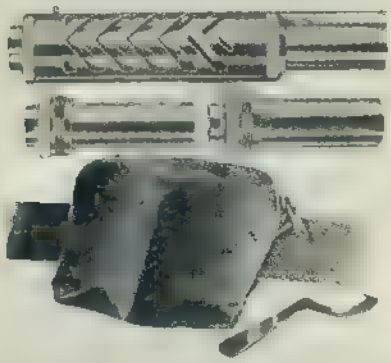
Can be had in 12, 16 or 20 gauge with any of the chokes listed above. Two tubes as selected, supplied with each choke

No.	Wt. each	Each
Weaver Choke	2½ ozs.	(F)$10.25
Extra Chokes (Two tubes as selected with each choke)		(F) 1.75

Fitting charges extra. Always advise make of shotgun.

One set in a carton

PACKMAYR POWER-PAC



An anti-recoil and shot control device for single barrel shotguns. Complete with three tubes: short, medium and long range; and carrying case and wrench. The short range tube is designed for expert skeet or close range field shooting. The medium range tube is effective (80%+) pattern spread to 30-inch circle at 30 yards, especially for trap and skeet shooting, and general field shooting. The long range tube is effective 80 to 90% to a 30-inch circle at 30 yards. A strong full choke tube for long range wild fowl shooting. Supplied in 12, 16 and 20 gauge, plain or ribbed barrel.

No.	Wt. per set	Per set
Power-Pac	1 lb.	★$18.50

One set in a carton

Always specify make and model of shotgun to be fitted.

POLYCHOKE

Aero-Dyne super Poly Choke, enables the user to select all the degrees of choke necessary for different types of shooting. By turning the element which is the end section of the Poly Choke, you can secure any desired choke without removing any part from the complete gun. Made for repeating or automatic shotguns in 12, 16 or 20 gauge. The end of barrel is threaded, to which the sleeve is fitted and the element added, makes the complete choke.

Return the gun barrel only or barrel assembly to us and the Poly Choke can be fitted in San Francisco within five days. Will not be sold separately, but must be fitted by the factory authorized gunsmiths only.

No.	Each
Poly Choke (Plain Sleeve)	★$14.75
Poly Choke (Ventilated Sleeve)	★ 18.75

Price includes all fitting charges

SPOTTING SCOPE

MOSSBERG—SPOT SHOT

A high grade optical instrument, 20 power, designed for spotting targets on the firing line, but equally effective for marine and general observation. Micrometer adjustment for focus. Made of strong lightweight material in black crinkle finish and chrome plated draw tube. Length extended, 17 inches, closed 12½ inches. Field approximately 7½ feet at 100 yards. Stand extra

No.	Wt. each	Each
A	1¾ lbs.	(F)$24.90

STAND FOR SPOTTING SCOPE

Sturdily built of strong aluminum alloy and steel finished in black crinkle and cadmium plate. Screw adjustment for horizontal and vertical adjustments. Folds at 10x3¼x3 inches.

No.	Wt. each	Each
AS	2½ lbs	(F)$11.90

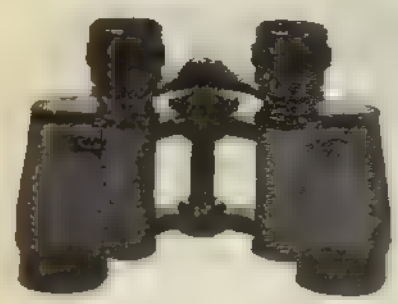
Above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

BINOCULARS

CHAUMONT



Glasses are outstanding for sharp clear vision and fine performance. They are well constructed to give protection against moisture and dust.

Focusing of the left eye is done with the center wheel, whereas the right eye is adjusted by turning the right eye piece which holds the ocular lens.

Eight power, 26 millimeter, objective lens, with field of view 110 yards at 1000 yards.

Each binocular comes with a good quality leather carrying case with shoulder strap. There is also a neck strap to be attached to the glass when in use.

No.	Wt. each	Each
F825	13 ozs.	★$48.50

No. F830

The construction and functioning of this glass is approximately the same as the F825. Having a 30 millimeter objective lens, the field of view is larger.

Eight power, 30 millimeter, objective lens, with field of view 115 yards at 1000 yards.

This glass also comes in the same quality leather case and with straps.

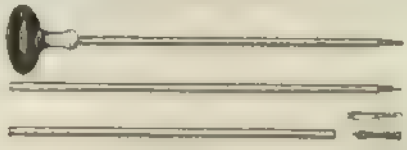
No	Wt. each	Each
F830	14 ozs.	★$55.00

CLEANING RODS

TRI-PAK

Made of duralumin for strength and lightness and will not scratch or mar the finest barrel. Fitted with special palm fitting bakelite ball bearing handle which is connected to the rod. Detachable cleaning tip.

JOINTED RIFLE



Three joint rifle cleaning rod, with jagged and slotted tips.

No.	Caliber	Length	Per doz.
101	22 to 27	36 in.	★$18.00
102	30 and up	36 in.	★ 18.00

Average weight, 4 lbs. per dozen.
One in a cloth bag.

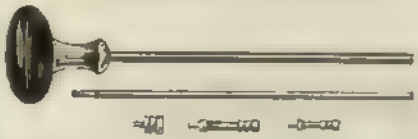
ONE PIECE RIFLE

One piece rifle cleaning rod with jagged and slotted tips

No.	Caliber	Length	Per doz
101-S	22 to 27	36 in.	★$15.00
102-S	30 and up	36 in.	★ 15.00

Average weight, 4 lbs. per dozen
One in a paper bag

COMBINATION PISTOL



Made to clean all calibers from .22 to 45. Includes two interchangeable rods, one small and one large with three special type jagged type cleaning tips.

No.	Wt. per doz	Per doz
108	3 lbs.	★$18.00

One in a paper bag.

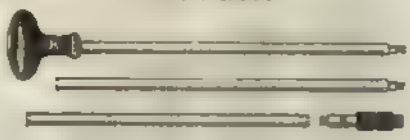
ONE PIECE PISTOL

One piece with detachable tip and made for each caliber. Will fit any standard rifle brush.

No.	Caliber	Length	Per doz.
109	22 to 27	14 in.	★$12.00
110	30 to 32	11½ in.	★ 12.00
111	34 to 41	10½ in.	★ 12.00
112	45	10½ in.	★ 12.00

Average weight, 3 ozs. each.
One in a paper bag.

SHOTGUN



Three piece rod fitted with an exclusive cleaning tip with expandable ribbed "Neoprene" (not rubber) cloth patch or steel wool holders that actually improve with use of oil or solvent. Is adjustable to fit any choke.

No.	Gauge	Length	Per doz
106	12 to 20	36 in.	★$18.00
107	12 to 20	32 in.	★ 18.00
108	410	30 in.	★ 18.00

Average weight, 6 lbs. per dozen.
One in a paper bag.

SHOTGUN KITS

A cleaning kit made to be a permanent unit. Contains a jointed cleaning rod, phosphor-bronze shotgun cleaning brush and a container. Tri-Pak gun oil and shotgun cleaning patches. Complete in display box.

No.	Gauge	Wt. per kit	Per kit
512	12	1 lb.	★$2.50
516	16	1 lb.	★ 2.50
520	20	1 lb.	★ 2.50
541	410	1 lb.	★ 2.50

RIFLE KITS

As above, contains one jointed cleaning rod, one rifle cleaning brush, one container of Tri-Pak gun oil and rifle cleaning patches. Packed in display box.

No.	Caliber	Wt. per kit	Per kit
522	.22	1 lb.	★$2.25
530	.30 and up	1 lb.	★ 2.25

★ Factory Suggested Resale Price

Good dairymen everywhere clip dairy cows to reduce bacteria count and sediment in milk. Clipped cattle sell for more money. Clipped horses look better—feel better—can do more work. Use Clipmaster year-round. It will pay for itself. Fits the hand in natural grip. Perfectly balanced for fast, easy clipping. Smooth-running, forced air-cooled motor $32.50. (Denver and West, $32 75.)

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Use the easy-to-turn, ball-bearing machine where electricity is not available. Has 6-foot shaft and chain for convenient clipping of all farm animals. $24 50. (Denver and West, $25.50.)

Sunbeam Stewart clipping equipment is available at all good hardware and implement dealers

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Mother's Friend massaging preparation helps bring ease and comfort to expectant mothers.

MOTHER'S FRIEND, an exquisitely prepared emollient, is useful in all conditions where a bland, mild anodyne massage medium in skin lubrication is desired. One condition in which women, for more than 70 years have used it is an application for massaging the body during pregnancy . . . it helps keep the skin soft and pliable . . . thus avoiding unnecessary discomfort due to dryness and tightness. It refreshes and tones the skin. An ideal massage application for the numb, tingling or burning sensations of the skin . . . for the tired back muscles or cramp-like pains in the legs. Quickly absorbed. Delightful to use. Highly praised by users, many doctors and nurses. Millions of bottles sold. Just ask any druggist for Mother's Friend—the skin emollient and lubricant. Do try it.

"One moment," said the distant voice.

Mr. McFadden frowned. "It's after midnight, boy. Mr. Lauder won't like to be awakened. That he won't. He's a difficult man . . ."

Robbie turned his head away, shaking. He ought to be back on the schooner, right now. The thought of the hulk lying there, just off the beach, waiting to be picked up, drove him frantic. There was a click on the line and a harsh, sleepy voice came on.

"Are you there?"

ROBBIE blurted out his story. He had the *Mary Ann*. Dismasted and deserted, he had her anchored off the beach below Brannock. He, Robbie Hawkins, had swum out and saved her.

"I want to claim salvage, Mr. Lauder."

"All right, all right," the voice said. "But morning is time enough for that. Twenty after twelve, mister . . . the hulk can wait 'til morning . . ."

"I'm just a boy," Robbie explained. "I'm not going to lose the ship, now."

"All right, all right . . ."

The line went dead. Robbie turned and started for the door.

"Where're ye going?" demanded Mr. McFadden.

"Back," said Robbie. He staggered with fatigue. "Back to the *Mary Ann*."

Mr. McFadden grabbed his arm. "Before ye go, lad—tell your mother. She's frantic, she is . . ."

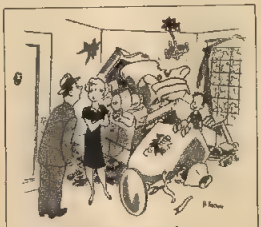
ROBBIE jerked away. He could visualize the anxiety in his mother's face, and the thought tore at his heart, but he couldn't leave the *Mary Ann*. Not now, he couldn't. His mother would have to go on, thinking him lost a little while longer.

"I can't," he said, turning. "I've got to get back."

He dropped off the warm blanket and plunged out into the darkness.

He ran until his lungs burned within him. He knew his feet and hands were bleeding, but he kept picking himself up and running on.

He rounded the little point and looked off into the darkness. A light bobbed out there! He sobbed and stumbled ahead. A boat was there—alongside his schooner. Without hesitation he



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Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION

For Coughs, Chest Colds, Bronchitis

plunged once more into the heaving sea.

All he remembered of that trip was the coldness of the water and the feeble light ahead, rising and falling in slow, rhythmic arcs. When he reached the hulk there was a small power boat lying alongside, and two big men stood on the *Mary Ann's* forepeak, struggling with the windlass.

Robbie staggered forward, naked, into the faint light.

"Get off!" he screamed. "This is my boat! I claim salvage!"

The men turned with a start. One of them was a man Robbie had seen

Men have sight; women, insight.
—Hugo

before, but couldn't place. They stared at him, then laughed.

"Where the devil did ye come from, boy?"

Robbie tore at the thick arm that held the windlass crank.

"Get off! This ship is mine!"

The burly man brushed him aside easily, growling in his throat.

"Dinna be a fool," he snarled. "The *Mary Ann* is my ship. I'm Cap'n McGaan. Away, boy—before ye get hurt!"

The crank turned and chain clanked over the drum. Each dripping link that came aboard seemed to mock Robbie. He saw red before his eyes, and threw himself on the men.

McGAAN SWEPT his arm back and Robbie staggered, tripped and fell over, hitting his head on the rail cap. He lifted himself slowly, after a time, and sat up, swaying, shaking his head to clear it. He heard the men talking to themselves, and saw the anchor come out of the water. He watched dazedly as they hoisted it over the stern of the work boat. He felt the motion of the hulk ease as it no longer strained at the anchor. He struggled to his feet and stumbled forward again.

McGaan swung around, baring his yellow teeth in the light.

"Get away, boy—get away before I really hit ye!"

"It's my boat," Robbie said thickly. "I found her. I claim salvage . . ."

The other man raised up from where he bent over the work boat's engine.

"Wet him down, Mac," he grinned.

McGaan reached swiftly for Robbie. He felt himself lifted clear of the deck, the horizon spun, and the next he knew he was struggling in the water, gasping and sputtering. The engine coughed reluctantly into life. The light and the boat began to move away.

"Stop!" Robbie cried. A wavelet filled his mouth and he choked.

He floated on the surface for a time, numb to the cold, numb to everything but the loss of his prize. Then he turned over slowly and swam feebly to shore. He rested on his hands and knees in the coarse sand, crying with exhaustion.

It was late afternoon when Robbie,

Mmmm . . . Look at these

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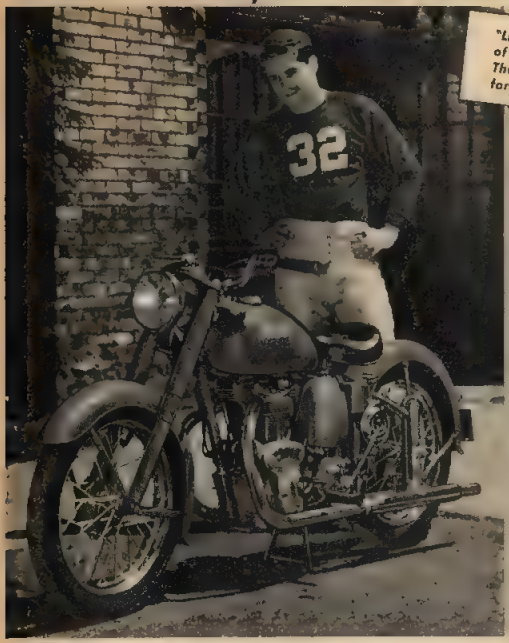

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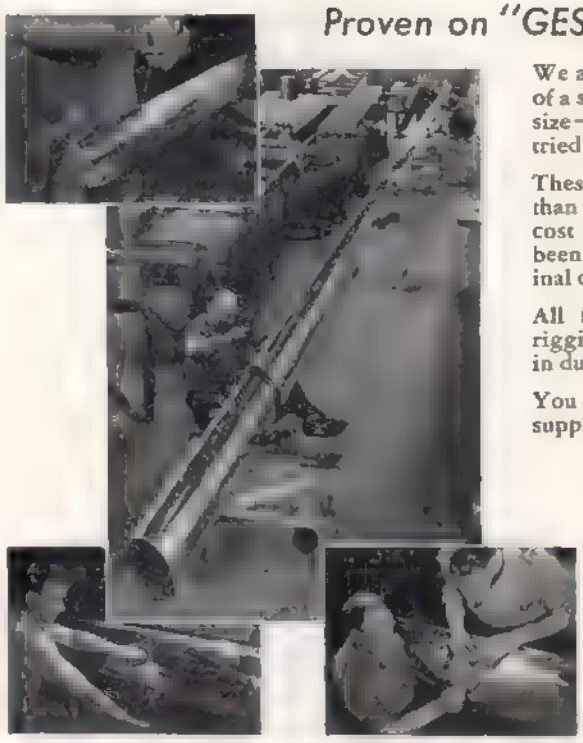

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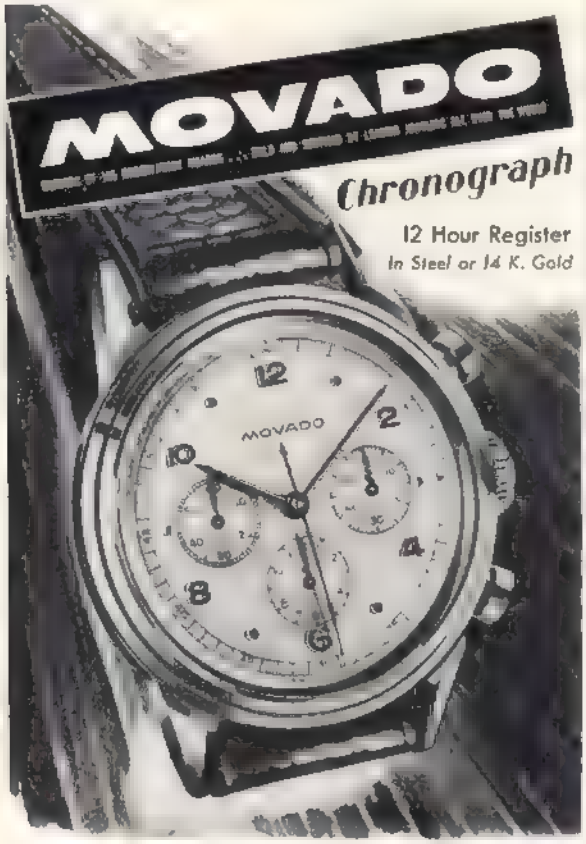

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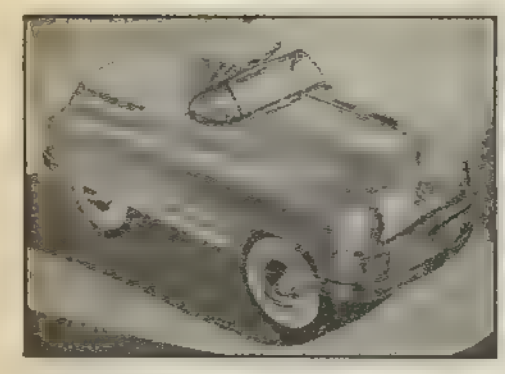
STEELCRAFT JUVENILE AUTOS

TORPEDO



Specifications:
Dimensions: 39 inches long, 17 inches wide.
Material: Heavy gauge steel body and undergear.
Bumper: Front and rear, chrome plated.
Radiator and Hood Ornaments: Chrome plated.
Windshield: Chrome plated.
Headlamps: Dummy type, chrome plated.
Seat Pad: Fabric type.
Wheels: 8-inch, steel double disc.
Radiator Grille: Chrome plated.
Tires: 1 inch, fancy tread, solid rubber.
Rear Axle: Ball bearing.
Pedals: Rubber block.
Finish: Body in light gray, vermilion trim and vermilion wheels

No.	Wt. each	Each
F-540	39 lbs.	$33.80

One in a carton

STATION WAGON

Specifications.
Dimensions: 44½ inches long, 15½ inches wide.
Material: Heavy gauge steel body and undergear.
Bumper: Front bumper enameled in white.
Radiator Ornament: Chrome plated.
Windshield: White enameled.
Hand Rails: Tubular steel enameled white.
Seat Pad: Fabric type.
Wheels: 8-inch steel, double disc.
Pedals: Rubber block.
Tires: ⅝ inch solid rubber.
Finish: Body and box in maroon baked enamel. Body panels in hazelwood gold.

No.	Wt. each	Each
F-641	36 lbs.	$29.80

One in a carton

FIRE CHIEF

Specifications:
Dimensions: 39 inches long, 17 inches wide.
Material: Heavy gauge steel body and undergear
Firechief Bell: Streamlined, chrome plated.
Headlamps: Dummy type, chrome plated.
Seat Pad: Fabric type.
Radiator Ornament: Chrome plated.
Bumper: Front and rear, silver painted.
Wheels: 8-inch, steel double disc.
Pedals: Rubber block.
Tires: ⅝ inch solid rubber
Rear Axle: Ball bearing.
Finish: Body in vermilion baked enamel with silver trim, white wheels.

No.	Wt. each	Each
F-531	38 lbs	$29.50

One in a carton

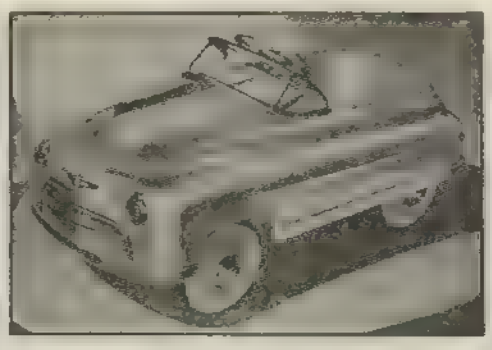
FIRE TRUCK

Specifications:
Dimensions: 44 inches long, 15½ inches wide.
Material: Heavy gauge steel, body and undergear.
Bumper: Front bumper white enameled.
Fire Chief Bell: Chrome plated.
Windshield: White enameled.
Ladders: Two wooden, varnished.
Hand Rails: Two tubular, enameled white.
Seat Pad: Fabric type.
Wheels: 8-inch, steel double disc.
Pedals: Rubber block.
Tires: ⅝ inch, solid rubber.
Finish: Vermilion baked enamel, white trim.

No.	Wt. each	Each
F-640	36 lbs.	$29.80

One in a carton

COMET



Specifications:
Dimensions: 39 inches long, 17 inches wide.
Material: Heavy gauge steel body and undergear.
Bumper: Front and rear, silver painted.
Radiator Ornament: Chrome plated.
Windshield: Enameled silver.
Headlamps: Dummy type, chrome plated.
Seat Pad: Fabric type.
Wheels: 8-inch, steel double disc.
Rear Axle: Ball bearing.
Tires: ⅝ inch solid rubber.
Pedals: Rubber block.
Finish: Body in maroon baked enamel with vermilion steering wheel and vermilion wheels.

No.	Wt. each	Each
F-530	38 lbs.	$29.50

One in a carton

PONTIAC

Specifications:
Dimensions: 35 inches long, 15½ inches wide.
Material: Heavy gauge steel body and undergear.
Radiator Ornament: Chrome plated.
Windshield: White enameled.
Seat Pad: Fabric type.
Pedals: Rubber block.
Wheels: 8-inch, steel double disc.
Tires: ⅝ inch solid rubber.
Finish: Body in blue enamel, white trim.

No.	Wt. each	Each
F-550	28 lbs.	$24.00

One in a carton

MURRAY-OHIO WHEEL GOODS

STEELCRAFT AUTOS

ROCKET

Specifications:

Dimensions: 33½ inches long, 16 inches wide

Material: Heavy gauge steel body and undergear.

Radiator Ornament: Chrome plated.

Windshield: White enameled

Pedals: Rubber block.

Wheels: 8-inch, steel double disc.

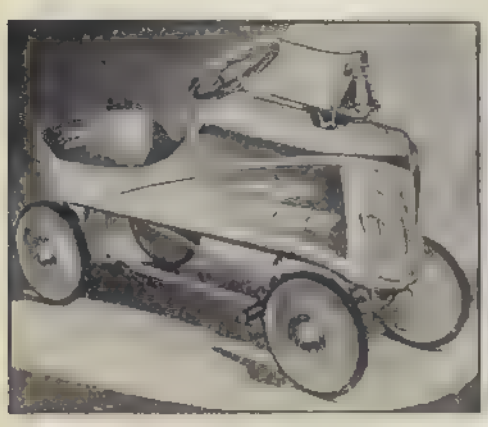
Tires: ⅝ inch solid rubber.

Finish: Body in brilliant green, white trim.

No.	Wt. each	Each
F-505	25 lbs.	$19.50

One in a carton

FIRE CHIEF



Specifications:

Dimensions: 33½ inches long, 16 inches wide.

Material: Heavy gauge steel body and undergear.

Bell: Chrome plated.

Pedals: Rubber block.

Wheels: 8-inch, steel double disc

Tires: ⅝ inch, solid rubber.

Finish: Red body with white trim.

No.	Wt. each	Each
F-506	25 lbs.	$19.50

One in a carton

MERCURY WAGONS

SUPER DELUXE

Specifications

Dimensions: 36 inches long, 17 inches wide

Material. Heavy gauge steel.

Handle Grip: Rubber.

Tongue: ¾ inch cold rolled tubing, chrome plated.

Hub Caps: Chrome plated.

Wheels: 10-inch double disc, roller bearing

Tires: 1¾-inch semi-pneumatic.

Finish: Maroon and vermilion enameled box Chrome plated tongue with rubber grip. Silver undergear. Vermilion wheels with white enamel flange.

No.	Wt. each	Each
F-81	36 lbs.	$23.20

One in a carton

DELUXE

Specifications:

Dimensions: 36 inches long, 17 inches wide.

Material: Heavy gauge steel.

Tongue: ¾ inch cold rolled tubing.

Hub Caps: Chrome plated.

Wheels: 10-inch double disc, roller bearing

Tires. ¾ inch solid rubber.

Finish: Vermilion and silver enameled box. Silver enameled tongue and undergear. Vermilion wheels.

No.	Wt. each	Each
F-80	32 lbs.	$17.50

One in a carton

UTILITY WAGON

Specifications

Dimensions: 36 inches long, 16¼ inches wide.

Material: Heavy gauge steel.

Wheels: 10-inch, double disc, roller bearing.

Tires: ⅝ inch solid rubber.

Tongue: Cold rolled tubing.

Hub Caps: Chrome plated

Finish: Vermilion baked enamel box. Silver tongue and gear. White wheels.

No	Wt. each	Each
F-75	30 lbs.	$15.00

One in a carton

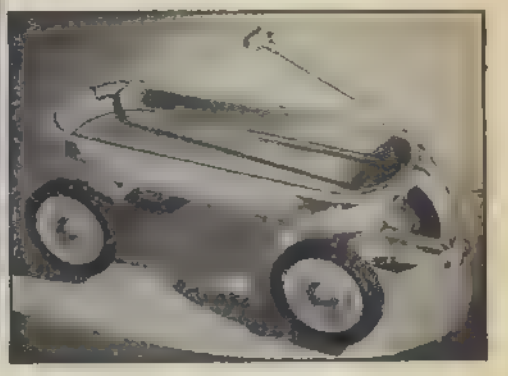
No. F-77

Same specifications as No. F-75, except is 30 inches long, and has 8-inch plain bearing wheels with ⅝ inch solid rubber tires. Same finish.

No.	Wt. each	Each
F-77	20 lbs.	$9.50

One in a carton

SUPER-UTILITY WAGON



Specifications:

Dimensions: 36 inches long, 16¼ inches wide.

Material: Heavy gauge steel.

Wheels: 10-inch double disc, roller bearing.

Tires: 1¾-inch semi-pneumatic.

Tongue: Cold rolled tubing.

Hub Caps: Chrome plated.

Finish: Box in vermilion baked enamel. Tongue and undergear in silver enamel. Wheels in white and red.

No	Wt each	Each
F-76	36 lbs.	$18.70

One in a carton

Newest Sensational Dolls

No. 6M1611—Musical Doll. A really different doll destined to have unlimited appeal for all tiny mothers. Beautifully made with fine, durable stuffed body and lovely unbreakable plastic composition face. Delightful painted features, heavy curls of wool yarn. Features precision movement musical unit in back. Doll is fully jointed—can stand or sit. Charmingly dressed in bright colored checked jumper and white blouse with matching ribbon bow in her hair and shoes and socks. Stands 17 inches tall.
Each **$6.95**

No. 3D925—Musical Clown. Sensational new stuffed toy features fine music box unit. Made of soft, bright two-toned plush with beautifully painted plastic face, hilarious roguish expression. Assorted color combinations. Overall height, 15½ inches.
Each . **$5.75**

No. 6M1608—Large Musical Wooly Lamb. Soft and cuddly. Beautifully made of fine quality plush white, with pink rayon satin neck ribbon. Eyes are permanently wired in. Features a built-in music box, 18 note movement with choice of assorted kiddie tunes. Overall size, 14 inches high, 10½ inches long.
Each **$4.90**

No. 6M1609—Small Musical Wooly Lamb. Similar to above model but 9¾ inches high, 11 inches long.
Each **$6.00**

No. 112D468—Cuddle Doll. Large size cuddle doll, beautifully constructed of soft, bright colored fleece with contrasting bolero jacket trimmed with long fringe and ribbons and a two-tone bonnet. Soft stuffed body is designed as a standing model. Features an unbreakable plastic composition face with intriguing painted features and curls of bright yellow yarn. Large size and pleasant charm of this unusual doll will delight every little girl. Overall height of doll 26 inches.
Each **$3.00** Per dozen **$34.50**

No. 112D469—Cuddle Doll. Same entrancing size as above model but fashioned in a sitting position.
Each ...**$3.00** Per dozen **$34.50**

Soft Stuffed Fawn. An entrancing new stuffed toy that will delight and intrigue the youngsters. This shy little fawn is beautifully styled of soft golden plush over a cuddly body and wears a pert red bow around the neck. Beguiling expression on his winsome face will capture the heart of every youngsters. Designed for real sales appeal.

No.	Size	Each	Per dozen
3S4022	Large	$3.75	$43.00
3S4023	Extra Large	4.65	53.75
3S4024	Jumbo	5.75	66.50

No. 112D494—Cuddle Dog. A fully proportioned, completely soft-stuffed standing dog that will hit a new high in popularity. Beautifully finished in soft gold rayon plush, he has large brown ears, and is designed to withstand all the hugs and squeezes inflicted by young possessors. Overall size 14 x 11 inches.
Each ...**$3.15**
Per dozen **$36.00**

No. 112D464—Fur Cat and Mat. Beautiful toy persian cat this is suitable for a selling description that is really different. About the size of a large persian kitten, it is fashioned of white bunny fur and comes complete with a matching fur mat on which to rest. Has a gay bright colored ribbon around its neck and shiny natural appearing green glass eyes with black irises. Makes an ideal gift.
Each **$2.85**
Per dozen **$33.00**

No. 3S4028—Bobo, the Personality Clown. Quality from the top of his flaming hair to the tips of his white-booted toes. Completely jointed. Hopping limbs stand 21 inches tall. Made of cotton, can take anything. Dashingly attired in gay stripes, plaids, polka dots, in a variety of colors. Amusing painted features. A sure best seller with eye appeal and sales appeal.
Each **$2.30**
Per dozen **$26.00**

No. 3D849—Moosing, Milking Toy Cow. A new toy sensation—A cow that can be milked. Designed to catch the fancy of every youngster. Soft-stuffed toy bovine, beautifully finished in brown and white plush has a removable rubber udder with a built-in reservoir. A squeeze produces instant response. When tilted to either side bovine moos realistically. Measuring 8½" in height, 13" in length, she comes gaily bedecked with a flower-garlanded ribbon around her neck. Packed one in a box.
Each **$5.75**

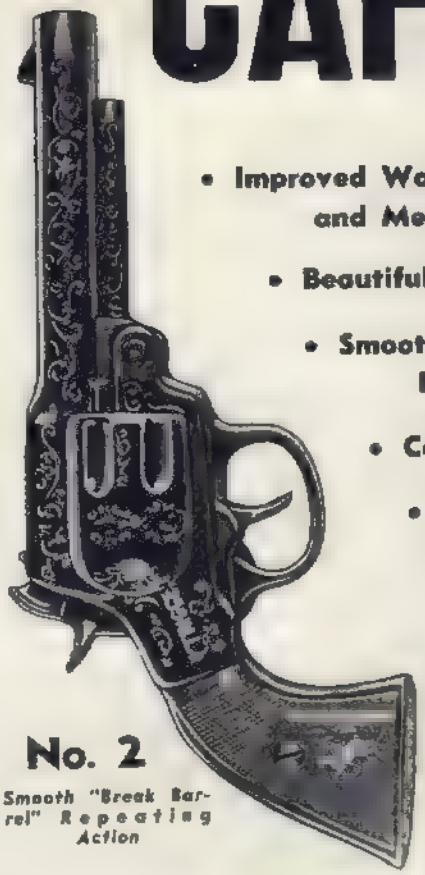
No. 40
Smooth "Break Barrel" Repeating Action

M. A. HENRY CO., INC.

Ready for 1948 . . . With a

NEW and ENLARGED LINE of

CAP PISTOLS



- **Improved Workmanship and Mechanism**
- **Beautiful Scroll Designs**
- **Smooth "Break Barrel" Repeating Action**
- **Colorful Display Boxes**
- **Values You Shouldn't Miss**
- **Nickel Plated Finish**

No. 50
Single Shot

No. 2
Smooth "Break Barrel" Repeating Action

Samples
SENT ON REQUEST

•

Write for Illustrated Circular

M. A. HENRY CO., INC.

1107 BROADWAY NEW YORK 10, N. Y.

The WESTERN STAMPING CO.

Manufacturers of Precision Built Toys

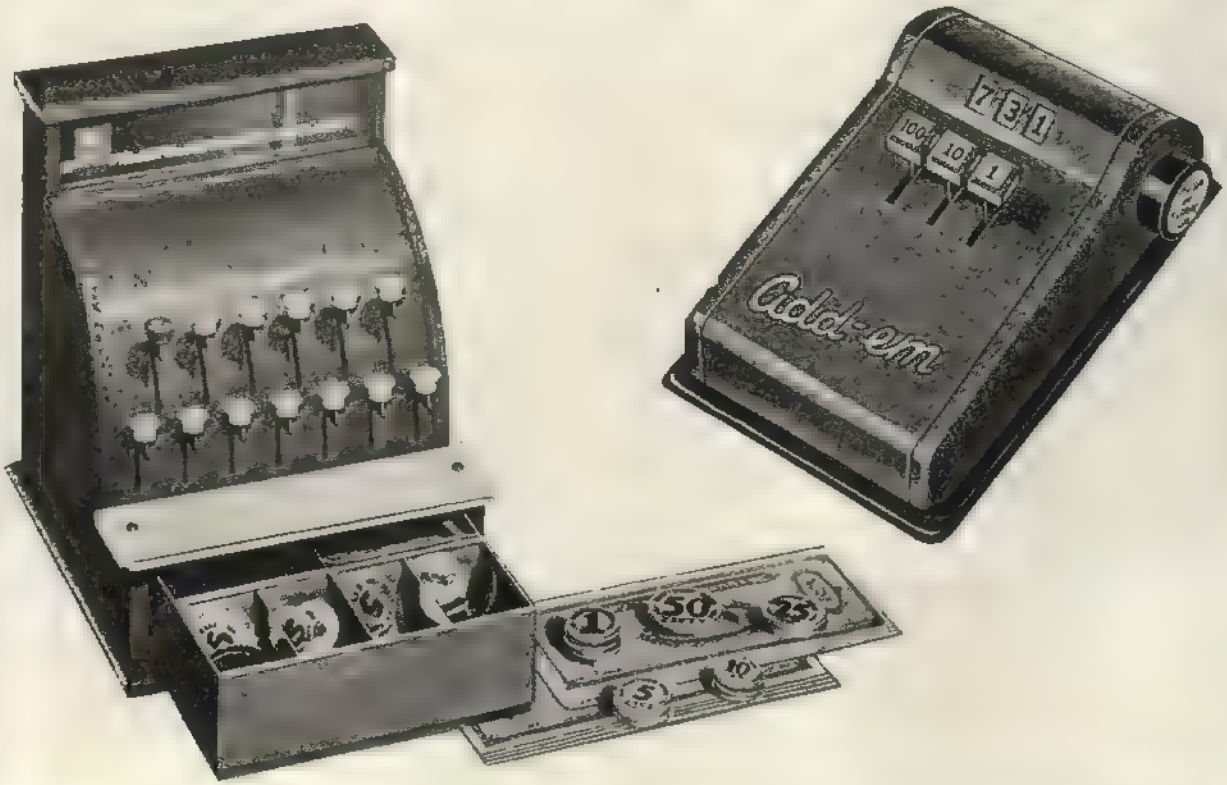
Takes Pride in
Announcing The Appointment of

HENRY KATZ, *Inc.*

200 FIFTH AVENUE, NEW YORK 10, NEW YORK

***As its* NATIONAL SALES REPRESENTATIVES**

THE TOY SENSATIONS OF 1947
1948 ? ? ? ? ? BIG THINGS TO COME



WESTERN STAMPING COMPANY

JACKSON, MICHIGAN

National Sales Offices — Henry Katz, Inc., 200 Fifth Ave., New York City

A Fair Tip . . . *See "NASCO"*

DRINKING and WETTING DOLLS
with Tubes

All of sturdy, foolproof construction and individually packed in eye-catching display boxes. Plus new styles, new ideas, new costuming throughout our extensive line of

STUFFED and COMPOSITION DOLLS
in all popular sizes and styles

also

LATEX BODY DOLLS with PLASTIC HEADS

STUFFED DOLLS with CLOTH BODIES—Latex Arms and Legs

New York Toy Fair Display

ROOM 1128—HOTEL McALPIN

Philip Kalner, Nate Troy, Sam Zablin Representing

NASCO DOLLS, Inc.

2417 PITKIN AVENUE

Leaders in popular priced dolls for every class of trade.

BROOKLYN 8, N. Y.

APplegate 7-7131-1832

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APplegate 7-7131-1832

NATIONAL COSTUME DOLL CORP. · DUCHESS DOLLS CORP.

Represented by

David H. Faber

Room 532 – 200 Fifth Avenue · NEW YORK – Phone GRamercy 3-1784-5

NATIONAL COSTUME DOLL CORP. · DUCHESS DOLLS CORP.

Represented by

David H. Faber

Room 132 - 200 Fifth Avenue · NEW YORK · Phone CHelsea 1-1984-5

NATIONAL COSTUME DOLL CORP. - DUCHESS DOLLS CORP.

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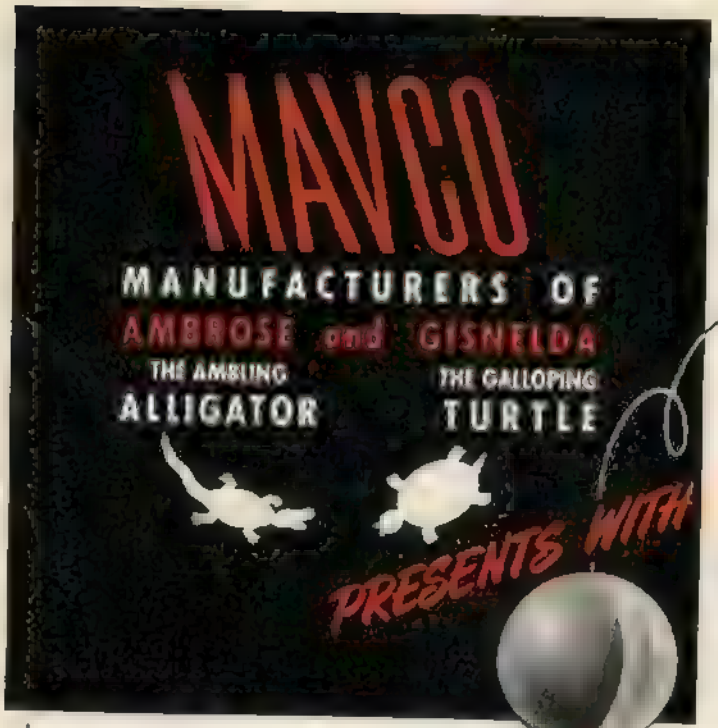
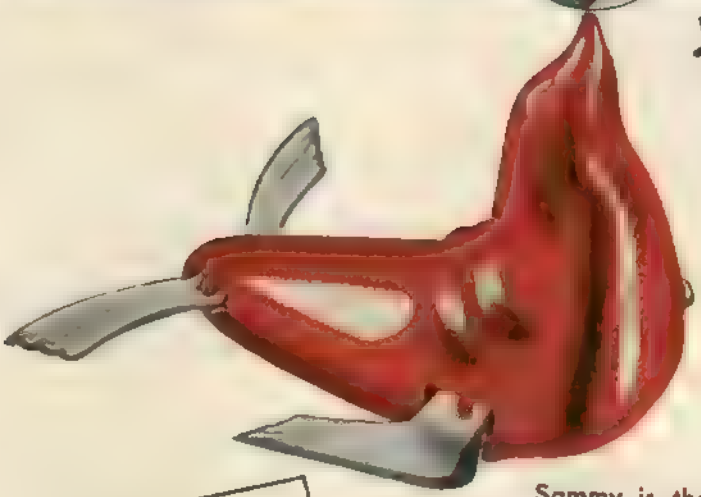


SAMMY the swaggering SEAL



Sammy is the newest member of the MAVCO menagerie of sales-snaring, self-winding animated toys. Pull the string, let go, and Sammy swaggers off to captivate another customer's coin.

Like sensational Ambrose the ambling Alligator and Gisnelda the galloping Turtle, Sammy is already pulling profits into dealers' tills at an astonishing rate.

So set Sammy up on your counter, stand a 25¢ price ticket behind him and let him sell himself to your customers.

FOR IMMEDIATE DELIVERY ORDER TODAY

OTHER MAVCO PRODUCTS

- Flip Top Cigarette Case
- 3-at-a-time Baby-food Warmer
- Knittin' Mittens
- Cigarette Server
- Matchbox Holder
- Hem-Helpers
- Seam Ripper
- Pocket-Pak Toothbrush
- Compacts

MAVCO INC. 14 EAST 38th STREET • NEW YORK 16, N. Y.

"NATURAL"

THE LINE YOU'VE BEEN WAITING FOR . . . NOW READY!

Approved by the country's most critical buyers

for

QUALITY

and

VALUE

EVERY GENUINE
"NATURAL"
WEARS THIS TAG

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See the Line at the

TOY FAIR

Permanent Showroom

Room 319

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SAM DRELICH & SON
Representative

•

AND AT THE

McALPIN HOTEL

Room 454

Same Room as Always

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CHAS. COLOMBO - EMIL HOENIG
In Attendance

NATURAL DOLL CO., INC.

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A "NATURAL" FROM NATURAL
A "NATURAL" FOR YOU

OUR
14"
RUBBER
SKIN
DOLLS
WITH
MOVING EYES
AT
POPULAR
PRICES

"It's a NATURAL"
RITZY CHUBBY BABY DOLLS
NATURAL DOLL CO. INC.
EST. 1915
MADE IN U.S.A.

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"NATURAL"
WEARS THIS TAG

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PERMANENT SHOWROOM
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SAM DRELICH & SON
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HAVE YOU MAILED YOUR ORDER FOR RABBITS? IT'S IMPORTANT!

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NO 3
$2 98 RETAIL

NO 2
$1 98 RETAIL

NO. 1—SPECIAL GIFT BOX $4.98 RETAIL

You'll be hearing a lot about *Snap Action* this season

SNAP ACTION means **speed!**
Clip Craft's solid, crushproof aluminum rods and arcs are joined by tempered spring steel clips
-- instead of slow, ponderous nuts and bolts.
That spells speed in building models
speed in taking them apart.

SNAP ACTION means **safety!**
Boys use fingers – not screw drivers or wrenches
– when they build their unbreakable Clip Craft models

SNAP ACTION means **flexibility!**
Not only does Clip Craft build hundreds of construction models such as buildings, vehicles, airplanes, guns
it builds animated models, too
-- amusing caricatures of people and animals.
It's a modeling set as well as a construction set
wonderful for boys (and their dads)

SNAP ACTION means **snap sales!**
This "New Look" building set amazed the stores handling it this winter with an overwhelming consumer response
at point-of-sale and direct over the-counter purchases.
You'll make this profitable discovery, too,
when you add this sensational new building set to your line.

...*and only*

Clip Craft

SNAP ACTION BUILDING SET

has it!

VISIT THE CLIP CRAFT DISPLAYS AT OUR NEW OFFICE
ROOM 521, 200 FIFTH AVENUE, NEW YORK 10,
and at Hotel McAlpin, Rm. 730, during the Toy Fair

We are pleased to announce
the appointment,
as our Sales Representative, of
GILBERT G. SMITH
ROOM 521, 200 FIFTH AVE., NEW YORK 10, N. Y.

NO NUTS—NO BOLTS—NO SCREWS—NO TOOLS

Clip Craft CORPORATION
YONKERS, NEW YORK

AN ENTIRELY NEW LINE

PLUS

33 YEARS OF KNOWING HOW
1915 - 1948

"NATURAL'S" DOLLS *and* STUFFED TOYS

Now better than ever
and still popular priced

The Sample Line of Dolls and Stuffed Toys for 1948 is now complete. Created by one of the country's foremost designers, it is ready for your inspection and approval.

EVERY GENUINE
"NATURAL"
WEARS THIS TAG

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SHOWROOMS
200 FIFTH AVENUE
ROOM 319

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NATURAL DOLL CO., INC.

134-6 SPRING STREET **CAnal 6-6841-2** **NEW YORK 12, N. Y.**

ROUNDUP

a Name to Remember

Manufactured by
CARNELL MFG., CO.
774 FULTON STREET
BROOKLYN, N. Y.

FAMOUS NAMES INSPIRE CONFIDENCE . . . BY IDENTIFYING THE PRODUCT . . . ESTABLISHING THE INTEGRITY OF THE MANUFACTURER.—IN EACH LINE THERE IS A "TOPS" . . . A "ONE AND ONLY"

IN PISTOL & HOLSTER SETS IT'S

The Original...The Only

"ROUNDUP"

NEW SALES OFFICE AT

200 FIFTH AVENUE ROOM 453

MR. NOEL SIEGEL

YOU SIMPLY MUST SEE OUR IMPROVED LINE! A REVELATION!

"NATURAL"

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134-6 SPRING STREET **CAnal 6-6841-2** **NEW YORK 12, N. Y.**

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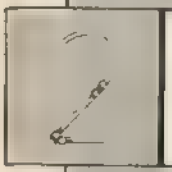

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Clip Craft CORPORATION
YONKERS, NEW YORK

A MESSAGE FROM "NATURAL"

SHORT BUT SWEET

READY FOR EASTER '49

•

The Talk of the Trade

NATURAL'S

RUBBER SKIN

DOLL

AT

POPULAR

PRICES

EVERY GENUINE
"NATURAL"
WEARS THIS TAG

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PERMANENT SHOWROOM:
200 FIFTH AVENUE
Room 319
SAM DRELICH & SON
Representative

NATURAL DOLL CO., INC.

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"Yes, there's still time . . .

TO GET MILTON BRADLEY TOYS AND GAMES FOR YOUR CHRISTMAS OPENING!"

You can be sure of plenty of fast-selling Milton Bradley Toys and Games to handle your Christmas requirements. Last year, stores all over the country lost thousands of dollars in sales because their Milton Bradley stocks sold out 10 days to 2 weeks before Christmas and there wasn't time to get more to them. So rush your order and we'll rush shipment. Do it now, for Christmas sales of Milton Bradley Toys and Games promise to be bigger and better than ever!

WE'LL HELP YOU SELL!

We've prepared a complete sales promotion kit for the five games shown. It includes photos of suggested window and counter displays, radio spots, reprints of national ads, glossies, newspaper ad mats and our new Toy and Game Catalog No. 88. It's yours for the asking! Simply address your request to: **Milton Bradley Company, Springfield 2, Massachusetts.**

MB

New Milton Bradley Toy and Game Catalog No. 88 Now Available — Packed with Fast-Selling Items!

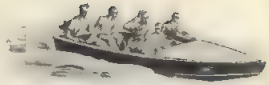
SEND FOR FREE PROMOTION KIT AND CATALOG!

SPRINGFIELD 2, MASSACHUSETTS

MILTON BRADLEY

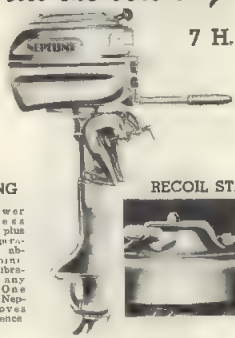
E 848 10

Neptune OUTBOARD MOTORS

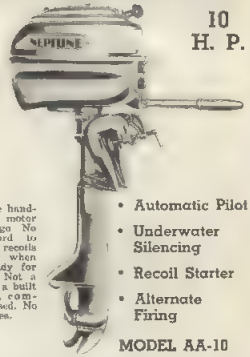


Still the best buy in Outboard Motors

5 H. P.



7 H. P.



10 H. P.

ALTERNATE FIRING

More power with less weight plus smooth operation. An absolute minimum of vibration at any speed. One trial with Neptune proves the difference

RECOIL STARTER

A pull of the handle, and the motor is ready to go No rope or cord to coil; cable recoils automatically when released, ready for instant use Not a built on, but a built in feature, completely enclosed. No lost pull-ropes.

- Automatic Pilot
- Underwater Silencing
- Recoil Starter
- Alternate Firing

MODEL AA-4

A medium weight motor of exceptionally smooth power and great maneuverability. Two cylinder alternate firing. "Rollator" rubber pump cooling system and tillotson automative type, non-flooding carburetor. Crankshafts are drop-forged chrome-nickel steel, counter-balanced, hardened and ground Recoil starter, automatic pilot, sychronized gas and spark control. Easy starting and steady power. Vibrationless performance. One of the finest values in our new streamlined motors. Suitable for canoes and rowboats. 40 in. long. 10 in. wide. Stern height 15 in Weight of motor, 40 lbs.

No. 4S-M-AA4:
List 148.00; Dealer's, each, 103.60
Net ..... **101[53]**

MODEL AA-6

A very powerful motor for its size and weight. Alternate firing twin cylinder with flash starting and smooth quiet operation. Recoil starter, automatic pilot, sychronized gas and spark control; underwater silencing. Entire motor streamlined and completely shrouded. An outstanding value and a fine motor throughout Centrifugal pump for positive cooling. Powerful, excellent for large row boats and runabouts. Length 41⅝ in.; width 11-5/16 in.; stern height, 15 in.; weight of motor, 52 pounds.

No. 4S-M-AA6: List 180.00
Dealer's, each, 126.00
Net ..... **123[48]**

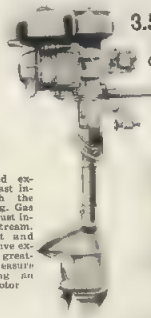
MODEL AA-10

All the features of the AA-5 with more power and speed. Perfected alternate firing, recoil starter, sychronized gas and spark control, calibrated dial type needle valve control Muffler with underwater exhaust, highly efficient centrifugal pump and siphon cooling; three-blade semi-weedless type propeller. High-tension flywheel magneto, moisture proof. Easy starting; no vibration. Ball bearing crankshaft; needle-roller bearing drive shaft. Suitable for runabouts, large rowboats, and light boats that plane. Length 43¾ in. Weight 62 lbs.

No. 4S-M-AA10: List 228.00
Dealer's, each, 159.60
Net ..... **156[41]**

1.7 H. P.

3.5 H. P.
Twin Cylinder



2.5 H. P.
Single Cylinder

Full 360° Pivot

Underwater Silencer

Amplex Oilite Bearings

UNDERWATER SILENCING

Muffler and exhaust are cast integral with the gear housing. Gas vapors exhaust into the slip stream. This silent and highly effective exhaust adds greatly to the pleasure of operating an outboard motor

NEEDLE VALVE ADJUSTMENT

Instant needle valve adjustment for quick starting and smooth running is made possible by a calibrated dial in plain view of the operator No fumbling or guessing, no gas or oil on hands or clothing

MODEL B-1

A small motor with astonishing power, fine for women and children. Calibrated dial type needle valve control. New underwater silencing Special self-lubricating Amplex Oilite bearings. Two-blade semi-weedless type propeller. Efficient centrifugal pump and siphon cooling. New type high-tension flywheel magneto, moisture proof, for easy starting Tillotson automative type float feed carburetor Sychronized gas and spark control. Suitable for canoes and row boats Length 33½ in.; width 6½ in., stern height 15 in. Weight of motor, 17 pounds.

No. 4S-M-B1: List 56 00
Dealer's, each, 46.20
Net ..... **45[28]**

MODEL A-3

One of the outstanding motors of the year, light weight but powerful, with improved alternate fire, reverse (full 360 degree pivot), and automatic pilot. Sychronized gas and spark control Calibrated dial type needle valve control. New underwater silencing; muffler and exhaust cast integral with gear housing; gasoline vapors exhaust into the slip stream Bronze Amplex Oilite bearings Roller type positive pump. New type high-tension flywheel magneto, moisture proof, for easy starting Suitable for canoes and row boats. Length 37½ in.; width 10 in.; bracket height 7 in. Weight 33 pounds.

No. 4S-M-17A3: List 136.00
Dealer's Special Low Price, each, 81.60
Net ..... **79[97]**

MODEL A-2

Great value at low cost. A reliable single cylinder, 3-port high-speed type motor. Lower stem and gear case of aluminum alloy scientifically streamlined Full 360 degree pivot. Special Amplex Oilite bearings, self-lubricating. Two blade semi-weedless type propeller. Roller type positive pump. High-tension flywheel magneto. Tillotson automotive float type carburetor. Sychronized gas and spark control. Suitable for canoes and row boats. 36 in. long. 10 in wide 7 in. bracket height. Weight 30 lbs.

No. 4S-M-17A2: List 108 00
Dealer's Special Low Price, each, 61.20
Net ..... **59[98]**

MOTORS NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

NEW 1948 NEPTUNE OUTBOARD MOTORS

No. 34M847—(Mfg. No. AA-103) Neptune 10 H. P. Twin. Through the constant efforts of trained engineers this outboard with alternate firing gives you real power plus smooth operation with an absolute minimum of vibration at any speed. With the new recoil starter not a built-on but a built-in feature, it provides easier starting—just a pull of the handle and the motor is ready to go. Another mark of a quality motor is the Neptune automatic pilot which holds the motor on a steady course without guidance and the new centrifugal positive action water pump for dependable cooling. With synchronized gas and spark control for smooth efficient operation, this twin also features a calibrated dial type needle valve control, underwater silencing with muffler and exhaust cast integral with the gear housing, ball bearing crank shaft and needle roller bearing drive shaft. Adaptable for runabouts, large row boats, and light boats that plane. Length, 43¼ inches; width 11 5/16 inches; stern height, 15 inches. Weight, approx. 92 pounds. Retails at $179.00.
Each **$159.60**

No. 34M846—(Mfg. No. AA-6) Neptune 7 H P. Twin. Same features as above but 7 H P. Length 41½ inches; width, 11 5/16 inches; stern height, 15 inches. Weight approx. 85 pounds. Retails at $150.00.
Each **$126.00**

No. 34M845—(Mfg. No. AA-4) Neptune 5 H.P. Twin. Same features as above but 5 H P. Length 40 inches; width, 10 5/16 inches; stern height, 15 inches. Weight, approx. 49 pounds. Retails at $118.00.
Each **$103.60**

No. 34M844—(Mfg. No. AA-2) Neptune 3.3 H.P. Single. A favorite with fishermen because of its outstanding performance. Simple to operate and easy to handle with lightning-quick starting, its dependability and constant reserve of steady power will be highly appreciated when the going gets rough. With lower stem and gear case of aluminum alloy scientifically streamlined, special self-lubricating bearings, semi-weedless aluminum propeller, efficient rollator rubber pump and siphon cooling new type high-tension moisture-proof flywheel magneto for easy starting incorporated in the motor. The sturdy motor also features a Tillotson automotive-type float feed carburetor with gasoline control in steering handle. Operates efficiently at both high and low speeds. Suitable for canoes and rowboats. Length, 38⅝ inches; width, 10 5/16 inches, stern height 15 inches. Weight, approx. 33 pounds. Retails at $123.00.
Each **$86.10**

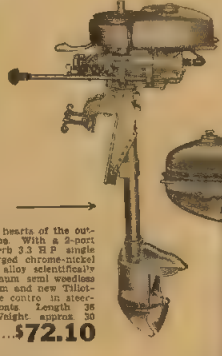
Motor Stands

No. 34M840 — Motor Stand. For heavy motors. Channel L steel upright welded to welded L reinforced metal base. Oak holder for motor. Length 38½ inches. Stove rods. Height 32 in.
Each **$3.65**

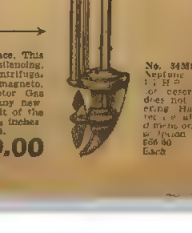
No. 34M839 — Motor Stand. ¾ rod frame—oak holder—adjustable base plate. Height 26 in.
Each **$1.95**

STREAMLINED DESIGNS

PRECISION ENGINEERING

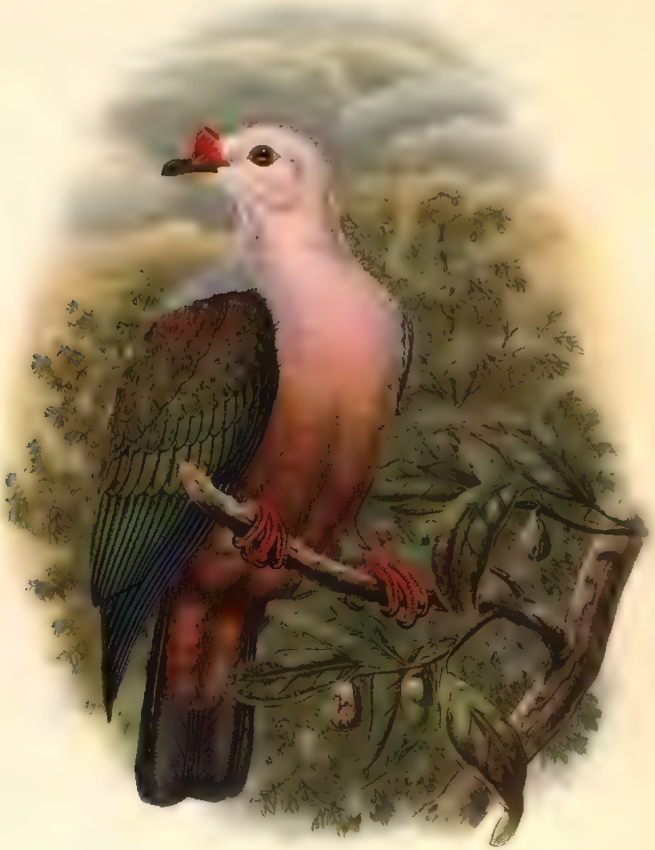


No. 34M843—(Mfg. No. A-2) Neptune 3.3 H P Single. With plenty of reserve power this exceptional single is the motor that stands up under hard constant use, giving excellent service at all times. Handsomely built of the finest materials, this model will truly delight the hearts of the outboard boosters and is a real leader in the Neptune line. With a 2-port high speed type motor with a single cylinder, this superb 3.3 H P single also features special self-lubricating bearings, drop forged chrome-nickel steel accurately counterbalanced crankshaft, aluminum alloy scientifically streamlined lower stem and gear case, powerful aluminum semi weedless propeller, rollator rubber pump and siphon cooling system and new Tillotson automotive type floater feed carburetor with gasoline control in steering handle. Especially suitable for canoes and rowboats. Length 36 inches; width, 10 inches; stern height, 15 inches. Weight approx 30 pounds. Retails at $103.00.
Each **$72.10**



No. 34M841—(Mfg. No. A-1) Neptune 1.7 H.P. Single. From this small motor with its astonishing power capability and ease in handling, you get more genuine outboard motor performance quality and reliability than ever before for the money. Ideally adaptable for trolling, it is also suitable for use on rowboats and canoes. Light in weight, it is easily carried from place to place. This popular motor features calibrated dial type needle valve control, new underwater silencing, special self-lubricating bearings, two blade aluminum semi-weedless type propeller, centrifugal pump and siphon providing efficient cooling and new type high-tension fly wheel magneto, moisture-proof for easy starting. Also has Tillotson automotive type float feed carburetor. Gas tank is of one quart capacity and motor has gear ratio of 13 to 20. Containing many new outstanding improvements in design, this motor rigidly constructed and precision built of the highest grade materials will give years of dependable trouble-free service. Length, 35⅝ inches; width, 7 inches, stern height, 15 inches. Weight, approx. 17 pounds. Retails at $70.00.
Each **$49.00**

No. 34M842—(Mfg. No. B-1) Neptune 1.7 H P Single. This 1.7 H P [illegible] the same as the [illegible] described on the left but does not [illegible] streamlined covering. Has [illegible] efficient pro[illegible] aluminum casing. Same dimensions and weight as described at left. Retails at $66.00.
Each **$46.20**



16. New Ireland Fruit Pigeon. *(Carpophaga rubricera)*

The whole trade's Buzzing about those amazing
MECHANICAL PLASTIC TOYS in the
NEW
IRWIN
Non-Flam
LINE
During the Toy Fair Be Sure to Visit
Room 651 - 200 5th Ave.
LARGEST
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TOY FACTORIES
IN THE WORLD
IRWIN CORPORATION
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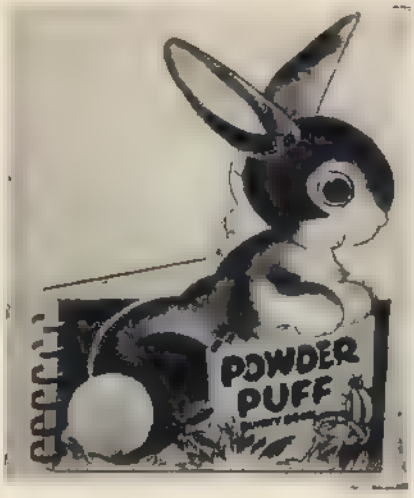
SHOWROOMS—200 FIFTH AVENUE, NEW YORK.....ROOM 651
PLANTS—FITCHBURG and LEOMINSTER, MASS.....KEENE, N. H.

TOY NEWS AND NEW TOYS



Capitol's New Bunny Book

CLEVER BOOKS

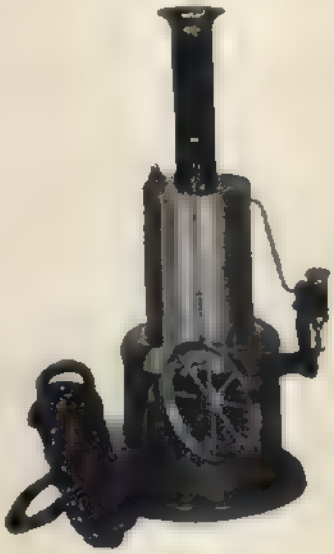
Powder Puff's ears move in any direction. His tail is a real soft and cuddly cotton tail. The story concerns his adventures in the city. It's a big book—stands well over a foot high. It's a sturdy book—24 heavy cardboard pages. It's a colorful book—full color illustrations throughout by artist Jane Flory. It's a book that every child will want to play with and take to bed at night. For the child who loves things magical. To be a nurse, a fire engine driver, a circus performer, boat racer, steam shoveler . . . anything at all—just press the magic Cricket locked in the book by a specially patented device and your wish comes true. The delightful full color pictures by Erika are mounted on extra heavy cardboard and indestructibly bound. Here is fun, education and imagination brilliantly combined. Published by Capitol Publishing Co., 139 Fifth Ave., New York 10, N. Y.

The Magic Cricket Locked in the Book Makes Your Wish Come True

NATIONAL PLAYTHINGS FEATURES WEEDEN STEAM ENGINES

George Wallach, sales representative for National Playthings, Division National Pairpoint Company, New Bedford, Massachusetts, states that buyers visiting his showroom, room 309, 200 Fifth Avenue, will find the full line of the well-known Weeden steam engines very much in evidence.

Weeden Steam Engines can well be said to be one of the oldest lines in the American toy industry. Established more than 65 years ago in New Bedford, Mass., literally millions of Weeden steam engines have been sold since 1883 all over the country and throughout the world. Old-time buyers will remember playing with Weeden steam engines when they were youngsters, as can the fathers and the grandfathers among the consuming public



The Weeden Steam Engine

who see them featured on toy counters.

Weeden steam engines have always been made in New Bedford and the factory making the present line is still located there. William Ritchie, Jr., son of the late "Bill" Ritchie, is very much on the job in the Weeden plant, capably assisted by many of the original Weeden craftsmen. Among the features for which Weeden Steam Engines are known are brass boilers and fittings, and a rigid standard of quality workmanship that enables them to meet the highest safety standards

BOZO AT THE FAIR

One of the feature attractions at the Toy Fair, to be held in New York at the Hotel McAlpin, March 8 through March 20, will be Revelco, Inc.'s famous Bozo, the Clown, replete with a "mitful" of new sales promotion ideas. Material, which will plug destinies of Revelco's famous red haired Bozo, will include floor displays, illuminated signs, broadsides, literature. A strong advocate of dealer sales promotion,

Revelco's "Bozo" Will Be at the Toy Fair

Revelco plans through these additional sales devices to carry the already phenomenal sales of Bozo, the Clown, to all time highs.

NEW TOY GUN

The Safe-Tee Toy Company, 21000 South Alameda Street, Long Beach 10, California, are manufacturing a new item under the title of Safe-Tee Rapid Fire Toy Gun. This is automatic and repeating, holding five colored sponge rubber balls It is designed from a well-known double barrel shotgun and is said to be surprisingly accurate up to 30 feet. The material used is chiefly aluminum with handsomely finished hardwood stock and grip. The mechanism is simple and the whole gun is light in weight, weighing only one pound, four ounces.

BIG BOY REALISM

Plastics and electricity combine to present "big boy" realism in this toy automobile made by the Kenton Plastics Corp., of Kenton, Ohio. Powered by flashlight batteries, and equipped with a make-and-break type motor, the car has several forward and one reverse speeds which are easily set by the small shift. The lightweight plastic body, molded of Lustron, a polystyrene plastic produced by Monsanto Chemical Company's Plastics Division, resembles in detail present day styling of automobiles

Kenton Combines Plastics and Electricity in this toy automobile

Write, wire, or phone about one of the fastest selling, fastest growing newcomers in the toy field—the Mickey Mouse Sport Binoculars (a precision product), $2.00 list

ROYAL AMERICAN CORPORATION
1538 MERCHANDISE MART
CHICAGO 54, ILLINOIS

HOOT-NANNY with the NEW magic designer

An All Year Round Toy For Boys and Girls . . . . . .

Hoot-Nanny — an intriguing mechanical drawing instrument known for its educational and creative value is zooming sales in leading department stores. Hoot-Nanny is an age less toy for anyone with the creative urge. Over 22,000,000 different, fascinating and interesting designs are possible. Just the thing for that last minute gift or the long thought of surprise.

Hoot Nanny is an item of real profit for you in your toy or "craft" department because of its year round appeal. Order your stock today to meet this demand

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No Quantities Too Large
FOR QUICK ACTION
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McALPIN HOTEL
WHEN IN TOWN
FOR THE TOY FAIR
—PLAYTHINGS—

DEAD EYE DICK SAYS:

Is that MOUNTIE something! Takes Kilgore to build the real thing in cap pistols. It feels good and it sure shoots swell. It's sure hard to know just which Kilgore gun a fellow wants. They have so many different ones . . . western's and automatics. See Kilgore ad on page 252.

KILGORE MANUFACTURING CO.
WESTERVILLE, OHIO

FOR A GALA EVENING
MAKE YOUR RESERVATIONS FOR
THE ANNUAL TOY KNIGHTS BANQUET
WALDORF-ASTORIA HOTEL **MARCH 13**

CHRISTMAS LIGHT OUTFITS

INDOOR SERIES TYPE

8-LIGHT SET

Tri-plug connection with open outlet for attaching additional sets. 15 volt C-6 cone shaped lamps in assorted colors. Berry beads. 16-inch spacing.

No.	Wt per std. pkg.	Per set
110-Noma	26 lbs.	★$1.30
602-Associated	26 lbs.	★$1.21

Fifty sets in a standard package

BUBBLE-LITES

9-LIGHT SET

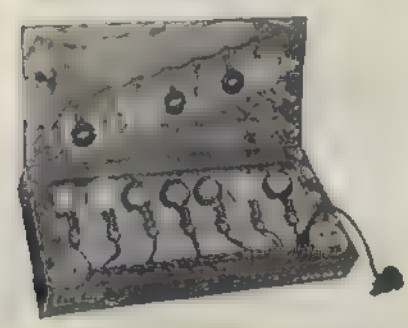
Series type. 5-inch assorted color glass candle-tube, with bubbling action in plastic housing. Special metal clips for fastening to tree. Tri-plug connector. 15-volt lamps. 4-foot lead.

No.	Wt. per std. pkg.	Per set
509-Noma	25 lbs.	★$2.85
209-Associated	25 lbs.	★ 2.91

Twenty sets in a standard package

GLO-RAY OUTFIT

7-LIGHT SET



Series type. Candelabra base. Berry beads. Pitched sockets, 18-inch spacing, with 3-foot lead, tri-plug and add-on connector. G-14 lamps.

No.	Wt. per std. pkg.	Per set
3017-Noma	26 lbs.	★$2.60

Twenty-five sets in a standard package

INDOOR MULTIPLE TYPE

7-LIGHT SET

Candelabra base. Berry beads. Pitched sockets, 18-inch spacing with 3-foot lead, tri-plug and add-on connector. C-7½ lamps.

No.	Wt. per std pkg.	Per set
3010-Noma	39 lbs.	★$2.15
701-Associated	39 lbs.	★ 1.87

Fifty sets in a standard package

15-LIGHT SET

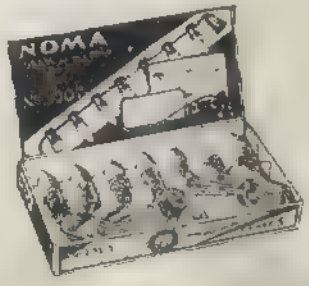
Same as No. 3010, but with 15 lights.

No.	Wt. per std. pkg.	Per set
3415-Noma	36 lbs.	★$4.60
706-Associated	36 lbs.	★ 4.05

Twenty-five sets in a standard package

OUTDOOR MULTIPLE TYPE

7-LIGHT SET



Intermediate base. Rubber washers. 13½-foot straight line construction with 3-foot lead, 18-inch spacing, and add-on connector. Inside coated C-9½ lamps Thoroughly weatherproof.

No.	Wt. per std. pkg.	Per set
3005-Noma	30 lbs.	★$2.75
900-Associated	30 lbs.	★ 2.49

Twenty-five sets in a standard package

15-LIGHT SET

Same as No. 3005, but with 15 lights.

No.	Wt. per std. pkg.	Per set
3215-Noma	23 lbs.	★$5.90
902-Associated	23 lbs.	★ 5.29

Ten sets in a standard package

20-LIGHT SET

No.	Wt. per std. pkg.	Per set
3020-Noma	30 lbs.	★$7.80

Ten in a standard package

25-LIGHT SET

No.	Wt. per std. pkg.	Per set
903-Associated	40 lbs.	★$8.75

Ten in a standard package

BUBBLE-LITE TREE

Bright visca. 9 assorted color candles. Metal frame construction. Bubbling action. Equipped with push button switch. Complete with 3 extra lamps and cord.

No.	Color	Height	Wt. each	Each
501	Green	18 in	6 lbs.	★$ 7.95
502	White	18 in.	6 lbs.	★ 7.95
503	Green	26 in	8 lbs.	★ 15.95
504	White	26 in.	8 lbs.	★ 15.95

One in a carton

ILLUMINATED ANGEL

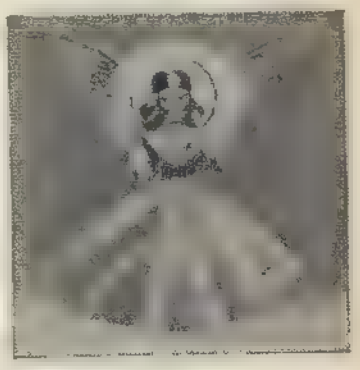


Figure is dressed in white with silver wings, and is surrounded by glowing halo. With C-7½ lamp. Cardboard cylinder, hidden by dress, slips on to top of tree. Cord with tri-plug.

No.	Wt. per std. pkg	Each
700	24 lbs.	★$1.75

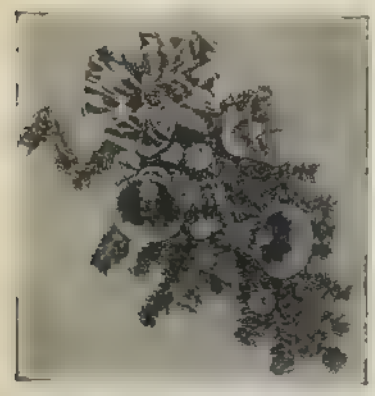
Twenty-four in a standard package

★ Factory Suggested Resale Price

CHRISTMAS DECORATIONS

ILLUMINATED SPRAYS

3-BELL



Two 5-inch and one 4-inch red cellophane bells spaced on a green cluster of visca pine spray. Silver pine cones and red cellophane bow. Complete with cord. Add-on connector. Three C-7½ lamps.

No.	Wt. per std. pkg	Each
548	17 lbs.	★$5.75

Six in a standard package

9-LAMP

Nine 3-inch red cellophane bells on cluster of green visca pine spray. Silver pine cones and bright red cellophane ribbon. Nine C-6 lamps.

No.	Wt. per std. pkg.	Each
547	17 lbs.	★$6.75

Six in a standard package

ILLUMINATED SANTA FACE

Molded plastic face in full color, with standard base lamp. 14 inches high. Clip for hanging. Extension cord and tri-plug.

No.	Wt. per std. pkg.	Each
551	14 lbs.	★$5.42

Six in a standard package

MERRY XMAS WREATH

Red and green leaves with pine cones and red berries, on rigid metal frame. 20-inch diameter. 9 red translucent bells spell "Merry Xmas." Nine C-6, 15-volt lamps. Cord with tri-plug connector.

No.	Wt. per std. pkg.	Each
1509	30 lbs.	★$8.45

Ten in a standard package

No. 1508

Same as No. 1509, but without Merry Xmas bells.

No.	Wt. per std. pkg.	Each
1508	27 lbs.	★$6.75

Ten in a standard package

ILLUMINATED WREATHS

Red cellophane, 12-inch diameter. Crisp bundled cellophane on wire frame. Silver leaves and poinsettia decoration. 3½-inch red candle with C-7½ lamp. Complete with extension cord with tri-plug.

No.	Wt. per std. pkg.	Each
1114	25 lbs.	★$0.80

Thirty-six in a standard package

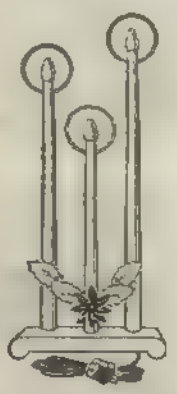
TAPERED CANDLES

Seven tapered candles mounted on a wood base. Equipped with C-7½, 120-volt lamps and Halo device. Silver leaves, berries, and poinsettia trimming. Tri-plug connector.

No.	Wt. per std. pkg.	Each
198	28 lbs	★$6.75

Six in a standard package

HALO CANDOLIER



Three tapered candles in wood base. C-7½ lamps with halos. Tri-plug connector.

No.	Wt. per std. pkg	Each
164	30 lbs.	★$3.45

Twelve in a standard package

★ Factory Suggested Resale Price

CHRISTMAS TREE LIGHTING OUTFITS

NOMA

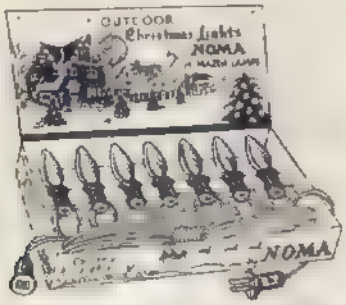
Outdoor, Fifteen Light, Multiple

Each lamp burns independently—if one goes out the others stay lighted. Straight line construction. Inside coated C-9½ lamps Rubber washers keep out moisture. Spring contacts; add-on connector; weatherproof wire

Per outfit

No. 3215—Complete with 15 Mazda, 120 volt, C-9½, intermediate base lamps in assorted colors; weight per std. pkg. 24 lbs. .....$ . . .

10 in a standard package



Outdoor, Seven Light, Multiple

Wired in multiple; each lamp burns independently—no looking for burned out bulbs. Thoroughly weatherproof; rubber washers keep out moisture. Spring contacts keep lamps tight in sockets. 13½ ft. straight line construction; inside coated C-9½ lamps; add-on connector.

Per outfit

No. 3005—Complete with 7 Mazda, 120 volt, C-9½ intermediate base lamps in assorted colors; wt. per std. pkg. 30 lbs. .....$.....

25 in a standard package

Indoor, Eight Light Series

Tri-plug connection with open outlet for attaching additional sets. Can be used with multiple burning sets. Berry-beads for easy fastening of lamps to branches of tree.

Per outfit

No. 110—Complete with 8 Mazda, 15 volt, C-6 miniature base lamps in assorted colors; wt. per std pkg. 26 lbs. $.....

50 in a standard package.

Indoor, Nine Light, Bubble-Lite, Series

Wired in series add-on connector for attaching additional sets May be used with any other type of Christmas tree lighting outfit. Colorfully lighted glass candles alive with bubbling action. Metal clip on socket makes it easy to fasten to branches of tree. Each lamp is 5 in. tall

Per outfit

No. 509 Complete with 9 Mazda, 15 volt, miniature base lamps in assorted colors; wt. per std pkg. 31 lbs. .. $.....

20 in a standard package

Indoor, Fifteen Light, Multiple

Wired in multiple; no looking for burned out lamps. Add-on connector for attaching additional sets or decorations. Berry-beads make it easy to attach lamps to branches of tree.

Per outfit

No. 3415—Complete with 15 Mazda, 120 volt, C-7½, candelabra base lamps in assorted colors; wt. per std. pkg. 38 lbs. .... $ ....

25 in a standard package

Indoor, Seven Light, Multiple

Equipped with add-on connector for attaching additional sets. C-7½ lamps burn independently—no more searching for burned out bulbs. Berry-beads make it easy to attach lamps to branches of tree.

Per outfit

No. 3016—Complete with 7 Mazda, 120 volt, C-7½, candelabra base lamps in assorted colors; wt. per std. pkg. 38 lbs. .... $ ...

50 in a standard package.

INCANDESCENT LAMP MERCHANDISERS

G. E., NEW MARKETEER

A new merchandising rack for displaying all types of incandescent lamps. Large enough to hold approximately 325 assorted lamps, yet takes up only 4 sq. ft. of floor space.

All welded wire construction with silver finish. Has 7 vertical bins for the display of either the 6 or 4 lamp carton and also 10 display bins below for open stock. Large, three-color lithographed top sign attracts attention and reminds the customers of the need for lamps. Price cards for attaching to bin.

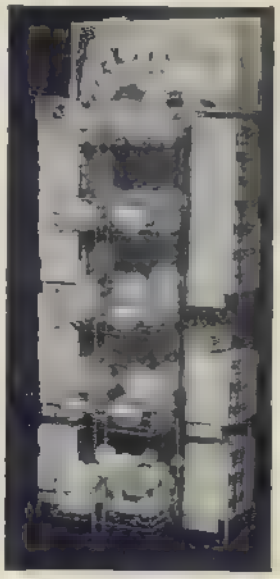
Comes shipped knocked down and is easily and quickly assembled.

Each

New Marketeer—60 inches high, 39 inches wide, 14 inches deep; shipping weight each 35 lbs. ..... $..

One in a carton, K.D.

G. E., NEW SUPER PYLON



A newly designed merchandising bin which holds approximately 220 assorted lamps of popular sizes. Small in size, takes up about 2½ sq. ft. of floor space, yet is a large sales builder.

All welded wire construction with blue finish. Has 6 vertical bins for displaying either the 4 or 6 lamp cartons and also 10 tray bins for the display of loose lamp stock. Large, 3-color lithographed top sign attracts attention and reminds the customers of the need for lamps. Price cards for attaching to bin.

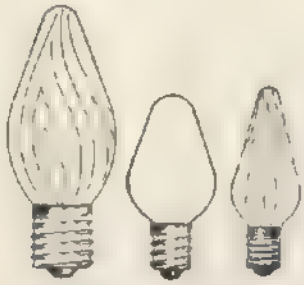
Comes already assembled except for top sign holder.

Each

New Super Pylon—56 inches high, 24 inches wide, 15 inches deep; shipping weight each 18 lbs. .$ ..

One in a carton, assembled.

CHRISTMAS TREE LAMPS



No. C-9½ No. C-7½ No. C-6

For use in Christmas tree lighting outfits, and for all types of decorating purposes.

Red, green, blue, orange and white colors. **Specify color** wanted when ordering.

Each

No. C-9½—Intermediate base, 120 volts, 10 watts; wt. per std. pkg. 22 lbs. ..... $.....

No. C-7½—Candelabra base 120 volts, 7 watts; wt. per std. pkg. 15 lbs. .....

No. C-6—Miniature base, 15 volts; wt. per std. pkg. 16 lbs. .....

10 in a carton; Nos. C-9½ and C-7½, 50 cartons in a standard package; No. C-6, 100 cartons in a standard package.

No. 420

Noma Bubble-Lite

Glass candle-tube and plastic housing. For use in series type miniature base lighting outfits. Assorted colors.

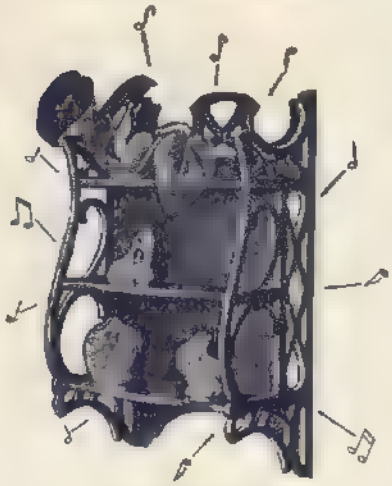
Each

No. 420—Miniature base, 15 volts; wt. per std. pkg. 30 lbs. ....$. ...

10 in a carton, 40 cartons in a standard package.

ELECTRIC DOOR CHIMES

NUTONE "WHAT-NOT"



Two Note Model

A two door chime concealed behind a decorative "What-not" hanging shelf. Designed by a famous decorator and built by a fine furniture maker, this combination chime and "What-not" shelf will add to the beauty of any home.

Choice of mahogany-finish Chippendale or maple-finish Colonial; please **specify finish** wanted when ordering.

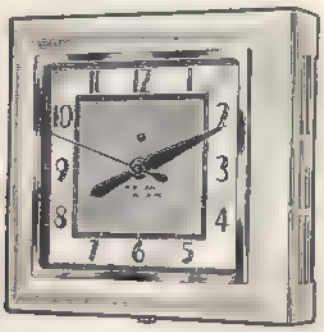
Sounds two notes for front door, one note for rear door.

Each

No. K34—15½ in. high, 8¾ in. wide, 5¼ in. deep; wt. each 6 lbs. .....$ . . .

One in a carton

NUTONE "TIME-CHIME"



Two Note Model

Combination two-door Nutone chime and Telechron electric clock. Has a larger, better looking, and more easily readable dial than any clock in entire clock or chime field.

White and chrome, 6¾ in. square dial with chrome trim in 9 in. square white enameled cover

Self-starting clock operates on 115 volt, A.C. current; door chime on a good chime transformer.

Sounds two notes for front door, one note for rear door.

Each

No. K38—9 in. high, 9 in. wide, 3 in. deep; wt. each 5⅞ lbs. ..$.

Six in a standard package.

Note—Federal Tax on clock of $1.00 to be paid by consumer to retailer.

ELECTRIC DOOR CHIMES

NUTONE "IMPERIAL"

Two Note Model

A long tube model constructed of ivory plastic with hammered brass decoration and brushed brass tubes.

Sounds two notes for front door, one note for rear door.

Each

No. K28—38¾ in. high, 7¾ in. wide, 2⅞ in. deep; wt. each 4¾ lbs. .....$. . .

Six in a standard package.

NUTONE "MOUNT VERNON"

Two Note Model

Elegant Colonial model, typical of the time it represents, it is faithfully reproduced in hammered brass

Has harmonizing 3 tube effect and sounds two stately tones for front door, one for rear door.

Each

No. K20—11½ in. high, 7⅛ in. wide, 3⅛ in. deep; wt. each 3 lbs. . . . . $ . .

Six in a standard package.

NUTONE "COMMANDER"

Two Note Model

Sleek streamlined model which sounds two richly vibrant tones for the front door, one for the rear door. Tastily designed in lustrous plastic.

Height 6⅞ in., width 7⅛ in., depth 2¼ in.

Each

No. K16-WC White and chrome .$.....
No. K16-IB—Ivory and brass . . . . . .

Six in a standard package.
Weight each 2¼ pounds.

ELECTRIC DOOR CHIMES

NUTONE "LEADER"

Two Note Model

A shapely, compactly constructed chime of metal construction. Blends well anywhere, especially in restricted kitchens or hallway areas.

Sounds two notes for front door, single note for rear door.

Height 4½ in., width 6¾ in., depth 2¼ in

Each

No. K10-WC—White and chrome ..$.....
No. K10-IB—Ivory and brass ....

Weight each 1¾ pounds.

Twelve in a standard package.

ELECTRIC BELLS

LIBERTY

Single coil type; new, modern design. Gong is triple plated and polished to a mirror finish.

Large size coil; entire mechanism is very rugged and built for long use. Silver contacts

Adjusted to operate on either batteries or transformer before being shipped. Pearl gray enameled chrome trim.

Each

No. 100—2½ in. gong; wt. per std. pkg. 43 lbs. .....$.. .

100 in a standard package.

Heavy Duty

Ideal for use as industrial elevator call bells, warning signals, burglar and fire alarms, etc.

Durably constructed and has heavy contacts which last for years

Perfect performance is obtained on either battery or transformer operation. Black enameled nickeled gong

Each

No. 89—5 in. gong; wt. each 2¼ lbs . . . . . $ . .

Open stock

ELECTRIC BUZZERS

LIBERTY

Rugged mechanism. Large size single coil; silver contacts. Adjusted to operate on either transformer or battery.

Enclosed terminals. Pearl gray enameled chrome trim.

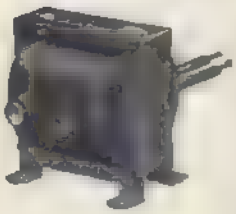
Each

No. 100—Wt. per std. pkg. 35 lbs. .$.....

100 in a standard package.

BELL TRANSFORMERS

LIBERTY



Deliver the full rated voltage and current.

Not cheaply made but built in accordance with transformer standards. Stripped line leads, polarized. Approved. Black enameled

5 watts; 110 volts primary, 10 volts secondary; 50-60 cycles, A.C. only.

Each

No. 212-A—Weight per std. pkg. 50 lbs. ..... $.....

50 in a standard package

LIBERTY TRI-VOLT

Delivers full rated voltage and current. Built in accordance with transformer standards.

Black finish

5 watts; 110 volts primary, 6-12-18 volts secondary; 50-60 cycles, A.C. only.

Each

No. 220-A—Weight per std. pkg. 50 lbs. ..... $

50 in a standard package

CHIME TRANSFORMERS

NUTONE

Delivers sufficient power to operate a door chime under practically any wiring conditions. Made primarily for chime operation but can be used for bells where a louder tone is sought

Paper section wound coil offers greater insulation; annealed core laminations are varnish-sealed to guard against the weather. Listed by Underwriters' Laboratories.

115 volts, 50-60 cycles, A.C.

Each

No. B-10-A—Wt. per std. pkg. 12 lbs. ..... $

Twelve in a standard package

LIBERTY

Delivers full rated voltage and current. Built in accordance with transformer standards.

Black finish.

8 watts; 110 volts primary, 16 volts secondary; 50-60 cycles, A.C. only.

Each

No. 215-A—Weight per std. pkg. 55 lbs. .....$ ...

50 in a standard package.

ELECTRIC PUSH BUTTONS

RODALE

Midget Round

Brown bakelite finish. Complete with two screws

Each

No. 300—1 5/8 in. diam.; weight per standard package 9 lbs. .....$.....

20 in a carton. 200 in a standard package.

Square Type

Brown bakelite finish. Complete with four screws

Each

No. 301—1 3/4 x 1 3/4 in.; wt. per standard package 10 lbs. ..... $. ..

20 in a carton. 200 in a standard package.

TROUBLE LAMPS

RODALE

Heavy Duty

Large rubber handle fits shape of hand. Protected switch; heavy rubber cable and handle cap; heavy duty reflector guard

Each

No. 239—25 ft. long; wt. per std. pkg. 57 lbs. ..... $ ...

30 in a standard package.

OUTDOOR FLOODLIGHTS

OAMCO

Can be used outdoors for lighting gardens, entrances, yards, driveways, roadside stands, signs, parking places, or any other place that requires an economical floodlight. Also recommended for indoor use in stores, furnace and laundry rooms and similar places

Reflector is steel, porcelain enameled green outside and white inside. The adjustable bracket allows reflector to swing in any horizontal or vertical position. Bracket and base are electro galvanized.

With 5 ft. rubber cord and rubber plug cap.

Each

No. 1139—For 75 or 100 watt lamp; 8 in. diam. reflector; wt. each 2 lbs. ..... $ ...

One in a standard package.

WEATHERPROOF BRACKET FIXTURES

OAMCO

Gooseneck

For farm yards, backyards, areaways, entrances, driveways, etc

Wired complete and ready to install. Consists of electro galvanized ½ inch gooseneck bracket, wall flange, lag screws, porcelain enameled reflector finished in green on outside and having a white reflecting surface and a porcelain socket. Set screw in flange prevents fixture from turning.

Each

No. 877E—For 75 and 100 watt lamps, diam. reflector 12 in., length over all 27 in., wt. per std. pkg. 24 lbs. ..... $ ...

5 in a standard package.

Straight

For farm yards, backyards, areaways, entrances, driveways, etc

Wired complete and ready to install. Consists of electro galvanized ½ inch straight bracket, wall flange, lag screws, porcelain enameled reflector, finished in green on outside and having a white reflecting surface, and a porcelain socket. Set screw in flange prevents fixture from turning.

Each

No. 1195—Diam. reflector 12 in., length over all 22 in.; wt. per std. pkg. 20 lbs. .....$ ...

5 in a standard package.

With Angle Sign Reflector

For farm yards, backyards, areaways, entrances, driveways, etc.

Wired complete and ready to install. Consists of electro-galvanized ½ inch straight bracket, wall flange, lag screws, porcelain enameled reflector, finished in green on outside and having a white reflecting surface, and a porcelain socket. Set screw in flange prevents fixture from turning

Nos.	Diam. reflector, in.	Lgth. over all, in.	Lamp size, watts	Wt. pkg., lbs.	Each
1118A	8	21	75, 100	23	$....
1118B	10	22	150	25	....

5 in a standard package.

ELECTRIC CHIME CLOCKS

GENERAL ELECTRIC

All General Electric clocks are equipped with self-starting, synchronous movement, sealed-in-oil rotor unit, and a six-foot cord set. 60 cycle frequency, with 115 voltage.

THE ADAMS

Electrically operated reproduction of old grandfather clock. Mahogany case Gold dial with raised numerals and decoration. Three weights and swinging pendulum. Moon dial records phases of the moon, and Westminster chimes are sounded each quarter hour on the five tubular bells. Height, 79¼ inches; width, 20¼ inches; depth, 13¾ inches.

No.	Wt. Each	Each
809	272 lbs.	(F)$535.00

One in a carton

RHAPSODY

Diagonally grained walnut case with satiny sheen. Fluted base pedestals. Full Westminster chimes strike each quarter hour. Silver-colored dial with raised gold-colored numerals and bezel. All hands are gold colored. Height, 6⅜ inches; width, 4½ inches; length, 17⅛ inches.

No.	Wt. Each	Each
414	10 lbs.	(F)$55.00

One in a carton

CONCERTO

Grained mahogany case, with moulding at each end. Full Westminster chimes strike each quarter hour. Black raised numerals are fitted to silver-colored dial. Gold-colored bezel, with black sweep second hand. Height, 8 inches; width, 5½ inches; length, 19 inches.

No.	Wt. Each	Each
418	10 lbs.	(F)$48.00

One in a carton

OVERTURE

Rich Honduras mahogany case, with decorative border at base. Westminster chimes strike each quarter hour. Black raised numerals are fitted to silver-colored dial. Gold-colored bezel, with gold sweep second hand. Height, 7⅜ inches, width, 18⅝ inches; depth, 4½ inches

No.	Wt. Each	Each
420	10 lbs.	(F)$48.00

One in a carton

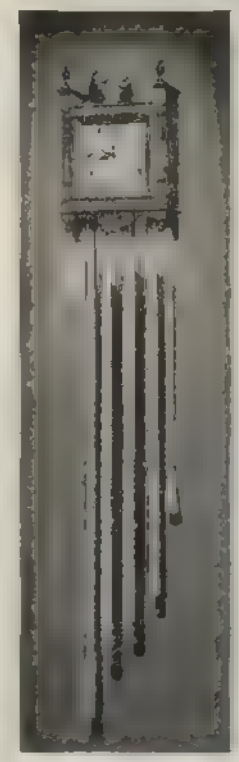
MAESTRO

Diagonally grained, polished walnut case, with scalloped border at base. Full Westminster chimes strike each quarter hour. Black numerals set in silver-colored dial. Gold-colored bezel and hands Height, 6⅜ inches; width, 4½ inches; length, 17⅛ inches.

No.	Wt. Each	Each
416	9½ lbs.	(F)$42.00

One in a carton

NU-TONE
THE LEXINGTON



Grandfather type, with hand-rubbed mahogany and mahogany-veneer cabinet. Etched gold-brass dial. Chimes 8 Westminster notes on the hour, and 4-note melody on the half-hour. Brass-alloy chime tubes with non-tarnish satin finish. Radio-type volume control, for loud or soft tone, will shut chimes off at night if desired. Soft-glow night light operates by gold tasseled pull cord. Self-starting Telechron movement. 115 volts. AC.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
CH-4600	11	61¾	19¼	(F)$99.50

One in a carton

THE MADISON

Westminster type, with hand-rubbed mahogany veneer cabinet. Etched gold-brass dial and gold leaf design in lower section. Chimes 8 notes on the hour, and 4-note melody on the half-hour. Radio-type volume control will turn chimes off at night. Self-starting Telechron clock movement. 115 volts. AC.

No.	Width ins.	Ht. ins.	Wt. each lbs.	Each
CH-4000	11	21	16	(F)$69.50

One in a carton

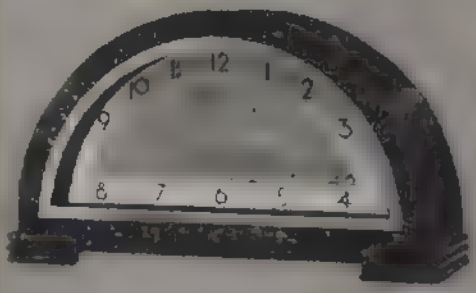
(F) Fair Traded

THE NEW HOSTESS

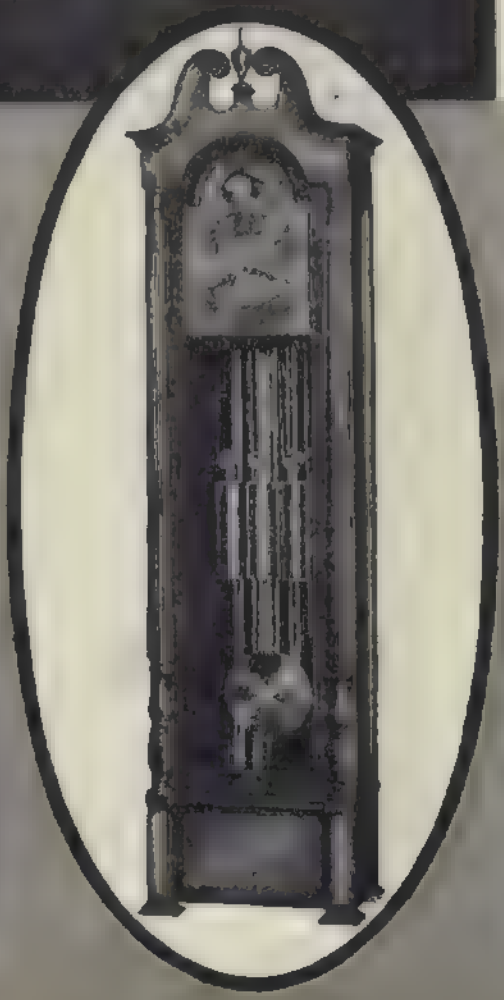
GENERAL ELECTRIC

Self-Starting

CLOCKS



THE HANOVER



THE ADAMS

THE NEW EXECUTIVE

THE SOPHIST

THE LORRAINE

DUNHAM, CARRIGAN & HAYDEN CO. SAN FRANCISCO, CAL.

GAS RANGES

ODIN BEAUTY RANGE

All Odin ranges are built to C.P. (Certified Performance Specifications and carry the A.G.A. Blue Seal of Approval. Heavy steel construction fully insulated with rock wool, and finished in gleaming white porcelain and chrome.

THE CHARMER

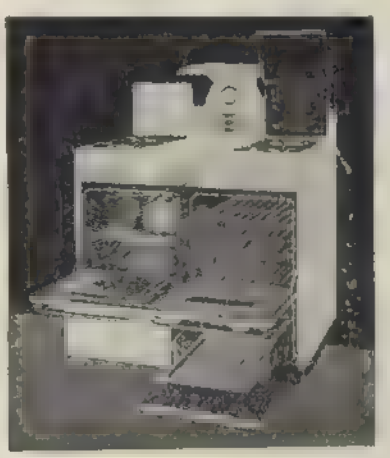
Specifications:

Divided one-piece china-white porcelain top.
Two polished chrome vents.
Two electric outlets for your toaster and coffeemaker
Chrome trim range lamp
Telechron electric combination clock-timer
Salt and pepper shakers
Polished cast aluminum pancake griddle.
Two Supra-Flex giant burners
Two Hi-Lo simmer burners
Removable highly polished spill-over trays
Seamless one-piece large porcelain oven
Robertshaw heat control.
Glass in oven door provides "Day Like" baking
Light in oven automatically lights when door is opened
Odin's original Swing out Hi Broiler and Barbecuer.
Odin cook-chart at your fingertips

	Deep, ins.	High, ins.	Wide, ins.
Oven	19	14	16
Hi Broiler	19	14	16
Low Broiler	20	9	16
Cooking top overall	22½	36	38
Stove overall	25	42	38

No.	Wt. each	Each
1301CP	305 lbs.	$375.00

THE MARIANNA



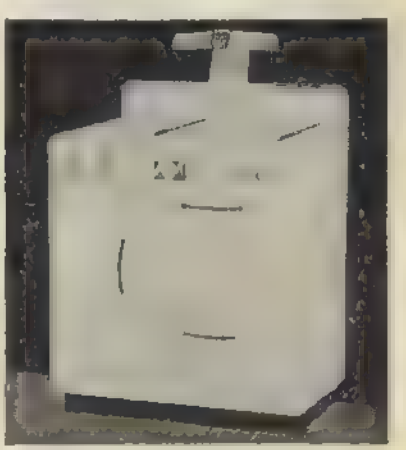
Specifications:

Two electrical outlets for your toaster and coffeemaker
Chrome trim range lamp.
Telechron electric combination clock-timer.
Salt and pepper shakers
Two Supra-Flex giant burners.
Two Hi-Lo simmer burners
Removable highly polished spill-over trays
Seamless one-piece porcelain oven.
Robertshaw heat control.
Oven light switch on top of range brilliantly illuminates oven.
Roller bearing, smokeless broiler underneath oven
New enameled broiler pan and polished insert
Broiler can also be used as warming compartment

	Deep, ins.	High, ins.	Wide, ins.
Oven	19	14	16
Broiler	20	9	16
Cooking top overall	22½	36	38
Stove overall	25	42	38

No.	Wt. each	Each
1102CP	270 lbs.	$317.00

THE ERIE



Specifications:

Divided one-piece china-white porcelain top
Seamless one-piece porcelain oven.
Robertshaw heat control
Two giant burners
Two standard burners.
Porcelain finished grates—easily removed for cleaning
Removable highly polished spill-over trays.
Pull-out smokeless broiler under oven.

	Deep, ins.	High, ins.	Wide, ins.
Oven	19	14	16
Broiler	20	9	16
Cooking top overall	22½	36	30
Stove overall	25	42	30
Storage space	20	23	9

No.	Wt. each	Each
307CP	220 lbs.	$214.00

THE LEADER

Specifications:

Divided one-piece china-white porcelain top
Lamp mounted on back rail
Minute-minder in lamp post
Seamless one-piece large porcelain oven.
Robertshaw heat control.
Two giant burners.
Two standard burners.
Porcelain finished grates—easily removed for cleaning.
Removable highly polished spill-over trays
Pull-out smokeless broiler.

	Deep, ins.	High, ins.	Wide, ins.
Oven	19	14	16
Broiler	20	9	16
Cooking top overall	22½	36	38
Stove overall	25	42	38

No.	Wt. each	Each
108CP	255 lbs.	$247.00

THE ARISTOCRAT

Specifications:

Two electrical outlets
Chrome trim range lamp.
Telechron electric combination clock-timer.
Salt and pepper shakers.
Three giant burners.
Three standard burners with Hi-Lo simmer valves
Removable highly polished spill-over trays.
Polished cast aluminum pancake griddle
Two large separate ovens—one-piece construction.
Robertshaw heat control for each oven.
Glass in each oven door—provides "Day Like" baking
Ovens light automatically when doors are opened
Two separate smokeless broilers
Two enameled broiler pans and polished inserts

	Deep, ins.	High, ins.	Wide, ins.
Ovens	19	14	16
Broilers	20	9	16
Cooking top overall	22½	36	38
Stove overall	25	42	38

No.	Wt. each	Each
1103CP	330 lbs.	$445.00

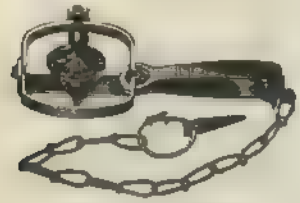
All the above, one in a case

ANIMAL TRAPS

VICTOR

Similar in pattern to genuine Newhouse, but lighter in construction.

SINGLE SPRING



Nos. V-0 to V1½

No.	Jaw spread	Wt. per doz.	Per doz.
	For rat		
V-0	3½ in.	6 lbs.	$4.70
	For muskrat		
V-1	4 in.	8 lbs.	5.20
	For mink or skunk		
V-1½	4⅞ in.	12 lbs.	8.60

No. V-0, fifty-five dozen; No. V-1, forty dozen; No. V-1½, twenty-five dozen in a barrel

DOUBLE SPRING

Nos. V-2 to V-4

No.	Jaw spread	Wt. per doz.	Per doz
	For fox		
V-2	4⅞ in.	12 lbs.	$11.50
	For otter or coyote		
V-3	5½ in.	21 lbs.	17.70
	For beaver		
V-4	6½ in.	24 lbs.	21.90

No. V-2, sixteen dozen; No. V-3, ten dozen; No. V-4, nine dozen in a barrel.

ONEIDA NEWHOUSE

FOR BLACK BEAR AND MOUNTAIN LION

No. 50

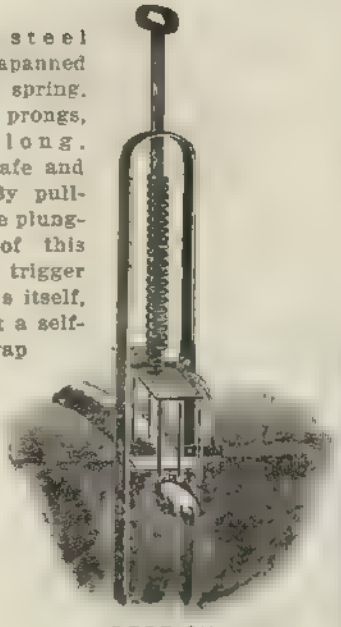
Double springs, jaws with teeth, for black bear, or mountain lion. Length of chain, 16 inches.

No.	Jaw spread	Wt. per doz.	Per doz.
50	10 in.	157 lbs.	$809.90

One dozen in a barrel

MOLE

Tinned steel frame, Japanned steel coil spring. Six steel prongs, 5 inches long. Simple, safe and strong. By pulling up the plunger rod of this trap the trigger catches itself, making it a self-setting trap



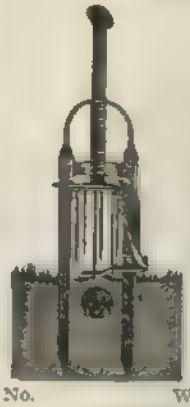
REDDICK

No.	Wt. per doz.	Per doz
Reddick	36 lbs.	$28.70

One-half dozen in a crate.

VICTOR MOLE TRAP

STANDARD SPEAR TYPE



A sure sensitive and effective spear, or plunger type trap that harpoons the mole causing instant death. Six prong spears rigidly made from flat steel with rust resisting coating. Card of instructions for setting and using. Length when sprung, 16¾ inches.

No.	Wt. per doz.	Per doz.
33	30 lbs.	$22.00

One-half dozen in a box

VICTOR OUT-O-SIGHT

Absolutely reliable. Directions for setting and full explanation of the mole's habits furnished with each trap. Heavy powerful springs malleable iron jaws. Teeth designed so as not to injure hide.

No.	Out-O-Sight
Height, ins	8½
Spread of jaws, ins	2¾
Wt. doz., lbs.	18
Doz. in box	1
Per doz.	$38.50

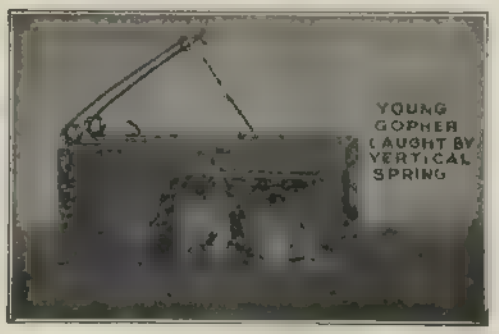
GOPHER TRAPS

Steel spring, painted green, two prong. Length over all, 6 inches.

MACABEE

No	Wt per doz	Per doz.
Regular	2½ lbs	$7.70

Two dozen in a box.



DOUBLE CATCH

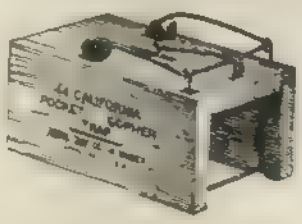
Easily and quickly set.
Catches large and small gophers.

Trap is set with one end (or entrance) down, in path of gopher so that the rear end is flush with surface of the earth. The air hole permits enough air (or ventilation) to enter to annoy the gopher, causing it to approach this opening for the purpose of closing it, and will strike lever springing the trap.

No.	Wt. per doz	Per doz
Double Catch	9 lbs.	$6.50

One dozen in a carton

CALIFORNIA POCKET



No. 44

A sure catch; seldom fails when properly set; used extensively by fruit growers for catching pocket gophers.

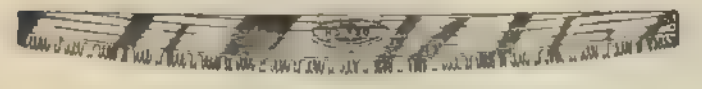
No.	Size	Wt. per doz.	Per doz.
44	3x3¼x6¼ in.	9 lbs.	$6.80

One dozen in a box; one gross in a carton

CROSS CUT SAWS

SIMONDS

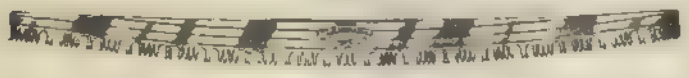
CHINOOK—BUCKING PATTERN



General utility medium price saw. Used extensively on construction work. Tapers from 13 gauge on teeth to 17 gauge on back.

No.	Length	Weight each	Each
320-S	5 ft.	6 ½ lbs.	$12.90
	6 ft.	8 ¼ lbs.	16.00
	6 ½ ft.	9 ½ lbs.	17.60
	7 ft.	10 ½ lbs.	20.10

ROYAL CHINOOK—FALLING PATTERN



Especially adapted to coast timber such as Fir, Spruce, or Hemlock. Can also be used in Pine timber. Tapers from 13 gauge on teeth to 17 gauge on back.

No.	Length	Weight each	Each
513-S	7 ft.	7 ¾ lbs.	$31.80
	7 ½ ft.	8 ½ lbs.	34.80

ROYAL CHINOOK—BUCKING PATTERN

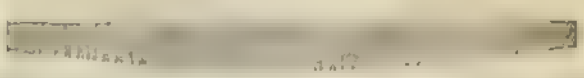
Same grade as Number 513-S, except bucking pattern. Tapers from 13 gauge on teeth to 18 gauge on back.

No.	Length	Weight each	Each
508-S	6 ft.	8 lbs	$25.20
	6 ½ ft.	8 ¾ lbs	28.60
	7 ft.	9 ½ lbs	31.80

All above, loose

DISSTON

TAPER GROUND



Perforated lance. Medium wide blade, straight back. 5 gauge taper. Four-cutter-to-one-raker type. Used for both felling and bucking.

No.	Length	Weight each	Each
115	5 ft.	5 ¾ lbs	$11.20
	5 ½ ft.	6 ¼ lbs.	12.10
	6 ft.	6 ¾ lbs	13.50
	7 ft.	7 ½ lbs	15.10

TAPER GROUND

Perforated lance. Sway back, 3-gauge taper, ground. Four-cutter-to-one-raker type.

No.	Length	Weight each	Each
148	5 ft.	5 ½ lbs.	$11.20
	5 ½ ft.	6 ¾ lbs.	12.40
	6 ft.	7 lbs.	13.50

TRIUMPH—NARROW

Perforated lance. Narrow blade, hollow back. 2-gauge taper. Four-cutter-to-one-raker type

No.	Length	Weight each	Each
214	5 ft.	3 ½ lbs.	$7.90
	5 ½ ft.	4 lbs.	8.80
	6 ft.	4 ¼ lbs.	9.50

TRIUMPH CHAMPION

Narrow blade, with coarse tooth. Two cutting teeth to one raker. A general utility saw, for ordinary work.

No.	Length	Weight each	Each
254	5 ft.	3 ½ lbs.	$5.70
	5 ½ ft.	4 lbs.	6.20
	6 ft.	4 ¼ lbs.	6.70

All above, loose

ONE MAN CROSS CUT SAWS

DISSTON

Perforated lance. Full width blade with straight back. 2-gauge taper. Four-cutter-to-one-raker type. Hardwood handle with large grip.

No.	Length	Weight each	Each
514	3 ft	3 ¼ lbs	★$ 7.60
	3 ½ ft	4 lbs.	★ 9.20
	4 ft.	5 lbs.	★ 10.70
	4 ½ ft	6 lbs.	★ 12.20

Loose

DISSTON CHAMPION

Full width blade with straight back. 2-gauge taper. Two-cutter-one-raker type. Hardwood handle with large grip.

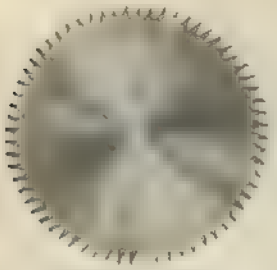
No.	Length	Weight each	Each
554	3 ft.	3 ¼ lbs.	★$ 7.40
	3 ½ ft.	4 lbs	★ 8.50
	4 ft.	4 ¾ lbs	★ 9.50
	4 ½ ft.	5 ½ lbs.	★ 10.70

Loose

★ Prices do not include Supplementary handles

CIRCULAR SAWS

DISSTON SOLID TOOTH



CUT OFF SAW

RIP SAW

All Disston Circular Saws are made of Disston steel. **Filed and set, ready for use.** Specify cut-off or rip. Both same price.

Diam.	Gauge	Size of hole	Net wt.	Each
6 in.	18	¾ in.	¾ lb.	$ 3.30
8 in.	18	⅞ in.	1 lb.	4.40
10 in.	16	1 in.	1½ lbs	5.60
12 in.	15	1 in.	2½ lbs	7.00
14 in.	14	1⅛ in.	3½ lbs	8.50
16 in.	14	1⅛ in.	4½ lbs.	10.50
18 in.	13	1¼ in.	6 lbs.	12.50
20 in.	13	1⅜ in.	7 lbs.	15.00
22 in.	12	1⅜ in.	10 lbs.	17.50
24 in.	11	1⅜ in.	13 lbs.	20.50
26 in.	11	1⅜ in.	16 lbs	24.00
28 in.	10	1½ in.	21 lbs.	28.00
30 in.	10	1½ in.	24½ lbs	32.00
32 in.	10	1¾ in.	27 lbs	36.50
34 in.	9	1⅝ in.	33 lbs	41.00
36 in.	9	1⅝ in.	40 lbs	47.00

All saws of odd diameters take list of next larger size. No extra charge for saws one gauge thicker than list.

Gauges listed are standard. Special gauges, prices on application

DISSTON DE LUXE

Metal Cutting

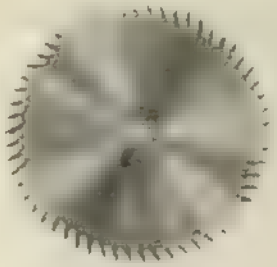
Made of special steel. For sawing brass, bronze, copper and soft metal alloys.

No.	Diam., ins.	Thickness, ins.	Hole, ins.	Wt. each	Each
D4M	4	1/32	½	4 ozs.	$4.70
D6M	6	1/32	½ & ⅝	5 ozs.	6.70

All above, loose

CORD WOOD SAWS

CURTIS



A good quality saw for cross-cutting stove or cord wood. Cord wood saws are set and hand filed

Diam.	Gauge	Teeth	Size of hole	Wt crated	Each
18 in.	13	48	1⅜	8 lbs.	$ 9.00
20 in.	13	52	1⅜	10 lbs.	10.90
24 in.	11	60	1⅜	18 lbs.	14.80
26 in.	11	64	1⅜	20 lbs.	17.30
28 in.	10	70	1⅜	25 lbs.	20.00
30 in.	10	76	1⅜	30 lbs.	23.60
32 in.	10	80	1⅜	34 lbs.	26.40
36 in.	9	80	1⅜	47 lbs.	41.50

NOTE—Cordwood Saws are not guaranteed and will not be replaced.

CIRCULAR SAWS

DISSTON DE LUXE

Wood Cutting
Hollow Ground Combination

14-17-14 Gauge

Made of Disston Steel, high finish, keen teeth and are accurately fitted. For motorized home work shop. Also used in lumber mills and wood working plants.

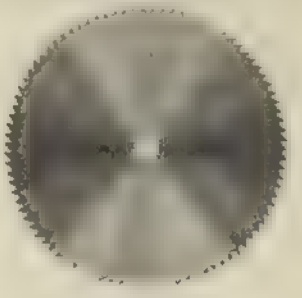
No.	Diam.	Hole	Wt. each	Each
D3200	8 in.	½ in.	1½ lbs.	$ 9.85
		⅝ in.	1½ lbs.	9.85
		¾ in.	1½ lbs.	9.85
	10 in.	⅝ in.	1¾ lbs.	12.55
		¾ in.	1¾ lbs.	12.55
			1¾ lbs	12.55

All above, loose

CIRCULAR SAWS

DISSTON DE LUXE

Made of Disston Steel, high finish, keen teeth and are accurately fitted. For motorized home work shop. Also used in lumber mills and wood working plants

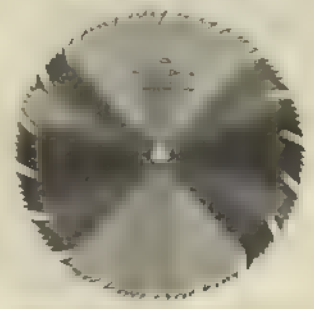


Wood Cutting Cross Cut

No	Diam., ins	Hole ins	Gauge	Wt. each	Each
D40	6	½	18	1 lb.	$4.80
	7	½	18	1¼ lbs	5.60
	8	½	18	1½ lbs	6.40
		⅝	18	1½ lbs.	6.40
		¾	18	1½ lbs	6.40
	10	⅝	16	1¾ lbs.	8.14
		¾	16	1¾ lbs.	8.14

Wood Cutting Rip

No.	Diam., ins.	Hole ins	Gauge	Wt. each	Each
D110	6	½	18	1 lb	$4.80
	7	½	18	1¼ lbs.	5.60
	8	½	18	1½ lbs	6.40
		⅝	18	1½ lbs	6.40
		¾	18	1½ lbs	6.40
	10	⅝	16	1¾ lbs	8.14
		¾	16	1¾ lbs	8.14



Wood Cutting Combination

No	Diam ins	Hole ins	Gauge	Wt. each	Each
D320	6	½	18	1 lb.	$4.80
	7	½	18	1¼ lbs	5.60
	8	½	18	1½ lbs	6.40
		⅝	18	1½ lbs	6.40
		¾	18	1½ lbs	6.40
	10	⅝	16	1¾ lbs.	8.14
		¾	16	1¾ lbs.	8.14

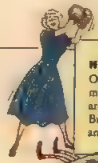
All above, loose

See what *fresh* orange juice does for *you*

1. *This family* is missing vitamin C. It's the vitamin that fights fatigue and infection, protects teeth and gums, keeps youngsters growing sturdy and grownups feeling gay and young. You need a new supply of vitamin C *every day*—your body doesn't store it. But most foods are poor sources. Cooking destroys it.

2. *This family* knows the value of *fresh* California orange juice. A 6 to 8 oz. glass fills the day's need for vitamin C. No other juice is so rich in C—gives so many other health benefits. That's why *fresh* California orange juice works health wonders for you. And so pleasantly! It looks inviting, tastes delicious. Drink up—*every* morning!

**cereal with milk, egg, toast and coffee*



HOW TO GET A BUDGET DOWN
Oranges have *not* soared in price like many foods. Wise shoppers know they are one of today's biggest food values. Buy them for juice, snacks, for tempting and refreshing fruit salads and desserts

REMEMBER: *Only the best oranges are shipped* FRESH. *They give you* ALL *the flavor,* ALL *the health.*

California Oranges

Sunkist

BEST FOR JUICE

—and Every use!

finest from 14,500 cooperating

BLACKBOARDS

BARRICKS

OFFERS A

COMPLETE NEW LINE

OF

PROFIT MAKING

DURA-SLATE

AND

NATURAL SLATE BLACKBOARD

FOR '48

NEW YORK SHOWROOM
SUITE 448 - FIFTH AVENUE BLDG.
Geo. Taft, Pierre Delfausse, A. H. Delfausse Co.

CHICAGO SHOWROOM
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Jack Shapiro

DURING THE TOY FAIR
ROOM 1163, HOTEL McALPIN

BARRICKS MFG. CO.
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TOY NEWS AND NEW TOYS

Apache Air Pistol

NEW AIR PISTOL

With the success of the Apache Air Rifle behind them, National Cart Corporation, well-known Pasadena, California manufacturers, began work on a new air pistol some six months ago with the result that today, with mass production line-humming, this new product of this up-and coming company in the West is now a reality: off the drafting boards and into production in a little under half year! Using the same precision ball ammunition, in the big .250 Cal. size, the new Apache Air Pistol parallels its big brother, the Apache Dual-Caliber Air Rifle is shooting ability although not in range, of course. Test firing from a fixed position, the new Apache Air Pistol makes a very neat pattern on the 50-foot target, penetrates ¾" pine easily—and the big .250 Cal. pure lead ball shot lends itself to really "knocking them down" with uncanny accuracy. A great deal of this accuracy comes from the precision rifling employed, the beautiful balance of the gun itself, its easy "squeeze" trigger and the amount of air under pressure in its firing chamber.

Made entirely of brass and aluminum, the new Apache Air Pistol is completely rust-proof, a big factor in hand guns as well as rifles. Both the firing barrel and the air pump barrel are pure brass, with the stock of aluminum inset in tooled walnut. Of extreme interest to the sporting goods trade is the fact that this new pistol carries a six-shot, automatic loading device. This allows loading but once for six shots, each fed into the firing chamber singly by an inset plunger that is worked quickly by a loading pin in the breech housing. The .250 Cal. bullets in the loading chamber are kept under loading tension by means of a spring and all that is required to load is to pull back the plunger, the ball shot then rolling into position for seating in the rifling. Other important features of the new Apache Air Pistol are Precision rifling, adjustable sights (for windage and elevation or for use in "sighting in"); all brass valve parts, duo-tone finish, easy pump action, air reservoir storage, automatic safety device (the pistol may be pumped only on safety although it may be carried loaded); lifetime service guarantee. The "lifetime service guarantee" parallels the guarantee which has worked out so successfully on the Apache Air Rifle and consists of a warranty in writing with each pistol which covers it completely. All materials and workmanship are unconditionally guaranteed; operation and use of the pistol are covered by a "return privilege" whereby any pistol which gets out of order will be repaired and reconditioned for $1.50 if returned to the factory. Attractively packaged in a simulated walnut display box, the Apache Air Pistol is 11½" in length and weighs but 20 ounces. Made by the National Cart Corporation, 330 South Fair Oaks Avenue, Pasadena 2, California, an affiliate of Burhans & Associates

JUVENILE STORES TO HOLD MEETING

Announcement is made by Juvenile Stores, Inc., that a meeting will be held at the Hotel Pennsylvania in New York on March 12th. Juvenile Stores, Inc., was formed by a group of stores from coast to coast specializing in children's furniture and toys. The purpose of the organization is to exchange merchandising ideas and other information. Those who are interested should write to I. M Weitraub of the Darling Baby Carriage Company, 370 Gerard Avenue, New York City

Scale Model by Doepke

THE "MODEL" ROAD GRADER

The Charles Wm. Doepke Mfg. Co., of Rossmoyne, Ohio, has announced its 1948 addition to the Model Toys line . . . the Model Road Grader. As the name "Model Toys" implies, the toys are skillfully patterned after giant construction equipment; and the Doepke Company spares no time or expense in making their toys faithful replicas of the great trucks, concrete mixers, bucket loaders and road graders that are helping to build postwar America Model Toys even carry trade mark decalcomanias of their prototypes in addition to the model insignia. The new Doepke toy carries on the tradition of "realism in miniature." It's a faithful copy of the Adams Diesel Motor Grader—even down to the front wheels, the jointed front axle, and the tandem rear wheels. The scraper blade turns in a 90° arc, and adjusts both vertically and diagonally. Even the color is the same—Adams brilliant orange! Actually, the only big difference between the original and the copy is the size. One weighs over ten tons; the other, just 10 lbs. 2 oz. Another new Doepke development is a special packaging deal, including the three other Doepke numbers. One Earth Hauler, two Bucket Loaders, and two Concrete Mixers are packed with a special counter card, making a complete window display. The Charles Wm. Doepke Mfg. Co. is a member of the Toy Guidance Council, and the American Toy Manufacturers Association and holds the Seal of Commendation issued by Parents Magazine

HERBERT GEORGE'S NEW TOOT-MON

Among the various new items which the Herbert George Company, Chicago, will display at the Toy Show is their latest creation, the Toot-Mon Scottish Bagpipe. Officials of the company state it is their belief that the Toot-Mon is one of the most unique, universally appealing and saleable items they have ever produced in their long history as manufacturers of precision-built toys and optical specialties. Victor Israel, speaking for his company, predicted that this new item would sweep the country, particularly since it is purposely priced to appeal to the mass market, retailing for 49c.

The new Toot-Mon is modeled to look and sound like a genuine Scotch bagpipe. It has a brilliantly colored balloon bag of Lee-tex gum rubber and a highly lustrous two-toned plastic pipe upon which any tune may be played. In principle, too, the Toot-Mon is constructed after its Scottish model. An automatic valve built into the pipe controls the release of air from the inflated balloon so that it flows out through stops in the pipe and produces the skirling notes typical of the Scotch bagpipe. The Toot-Mon will be sold on individual display cards, complete with instructions and a tune book.

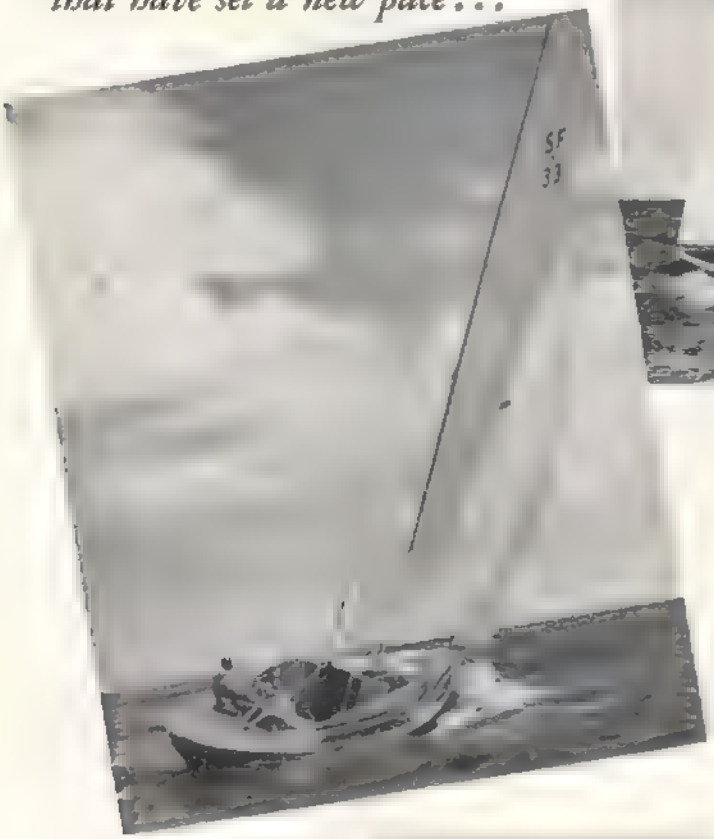
Another new item being shown for the first time by the Herbert George Company is their 4 Power De Luxe Herco Binocular, which will retail for $5.95 complete with an ever-ready carrying case of simulated leather. Mr. Israel says that no effort has been spared to make this binocular an extraordinary value. It embodies many features found in the most expensive binoculars—having optically ground and pitch polished lenses, extra wide field of vision, center break for inter-pupillary adjustment, quality aluminum fittings, etc.

The company announces that due to record-breaking sales of their 3-piece Snow White Dresser Set they have stepped up production to the extent that they are now in a position to offer it at a new low price. The set can now be retailed for $2.50. The Snow White Dresser Set, consisting of brush, comb and mirror, is decorated with Walt Disney's appealing Snow White and the Seven Dwarfs figures and is sold in a Disney designed gift box.

Toot-Mon by Herbert George

STOUT FELLAS

Gilbert Dunham's famed Sailers that have set a new pace . . .



33-YAWL OR SLOOP RIG

For spanking good day sailing and week-end cruising, nothing fills the bill quite like the new Stout Fella 33. Streamlined in design and function, she has already proved herself a most able sailer under all kinds of weather and trying conditions.

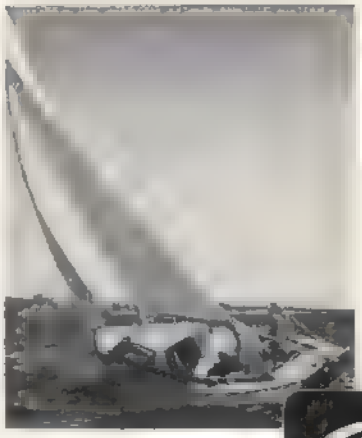
Accommodations include a cabin which houses two large, comfortable berths, a galley, head, and lockers. In addition, there is a deep, comfortable guest cockpit which easily and quickly converts into an enclosed cockpit-cabin combination — providing bunks for two more. This enclosure is achieved by an accordion type canvas hood which operates on a sliding track. This hood also provides perfect protection from the elements when sailing under wet weather or an extremely hot sun.

Principal dimensions are: L.O.A. 32'11", L.W.L. 26'3", Beam 8'6", Draft 4'6". Stout Fella carries 455 sq. feet of sail as a Sloop and 480 sq. feet when rigged as a Yawl. All rigging trims inboard and sheets lead directly to the helmsman's self-bailing cockpit. Auxiliary powered.

Here is a boat you'll be mighty proud to own for she is comfortable to sail in, easy to handle, and inexpensive to maintain. New literature giving full details is in the making.

27-SENIOR SLOOP

An increasingly popular day sailer all over the country. Her cuddy boasts two full size bunks and her midship seats in the extra roomy cockpit provide two more. A boom tent provides the protection needed. Other equipment includes a stationary head, portable ice chest and stove and food lockers. Sail area is approx. 278 sq. feet. Write for complete specifications today.



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Palmer Johnson

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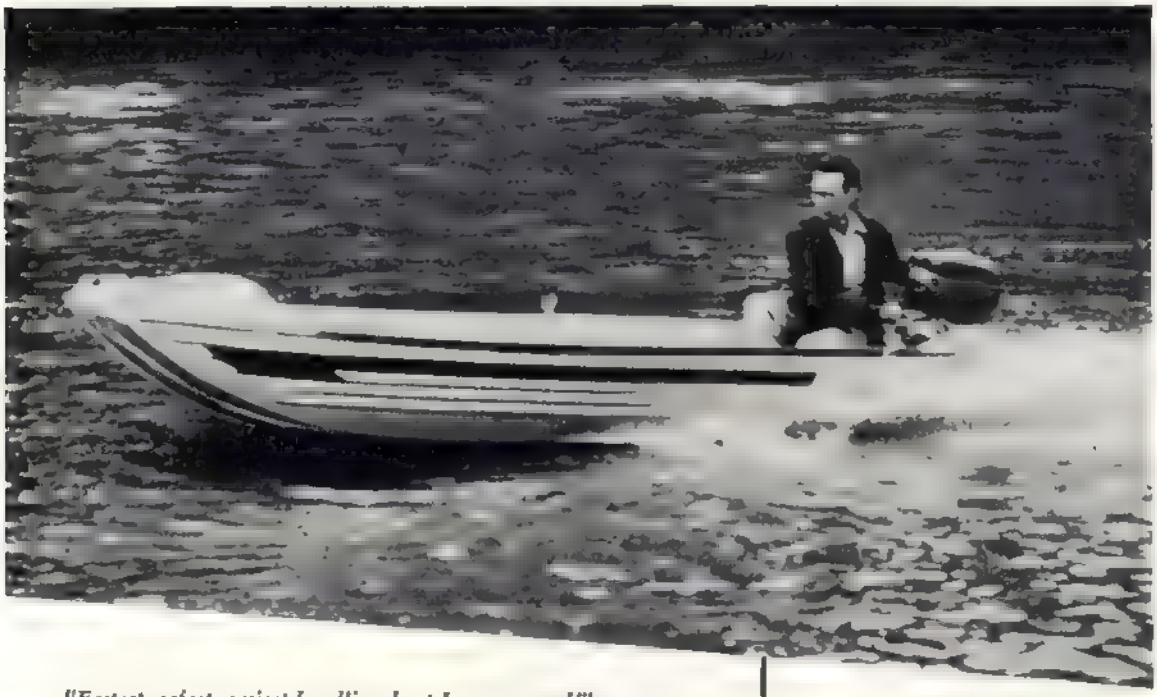
PROVED! The Boat Most People Want
REYNOLDS ALUMINUM BOAT



"Fastest, safest, easiest-handling boat I ever owned!"

Response like this from boat owners... reports of complete sell-out by enthusiastic dealers from coast to coast... *prove Reynolds Aluminum Boat the boat most people want!*

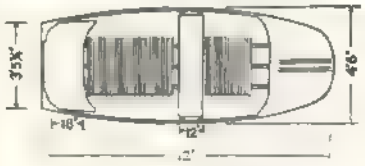
And no wonder! Here's a boat that streaks along at 25 mph with a 10 hp outboard—yet so light, even a *child* can easily row it... a boat so skillfully designed, it's practically impossible to sink or swamp. So handsome and beautifully streamlined, too!

The Reynolds Aluminum Boat is extra strong and sturdy—with a hull stamped from *one* piece of super-tough, heavy gauge, special alloy aluminum—only the transom is welded on. It's rustproof and leakproof... requires no upkeep—no painting, scraping or caulking. Furthermore, *it stays cool in the hot sun!*

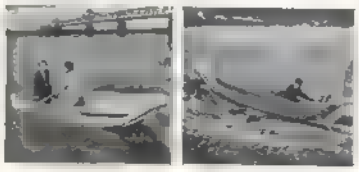
And she handles like a dream! White oak rub strakes, recessed in hull-length channels, prevent side slip and drift. Balanced weight assures finger-touch control with oars—lets you "turn on a dime" with an outboard.

For all-'round utility—for fishing, hunting, safe fun for the entire family—*this is the boat for you!* Ask your dealer to order your Reynolds Aluminum Boat now, or write the Reynolds Metals Co., Marine Division, 2000 South Ninth Street, Louisville 1, Ky.

DEALERS: Write regarding sales franchise in your area.



Overall length, 12'. Beam, 54". Negligible draft. "Clinker-type" hull. Weight, app. 150 lbs. Seats 4. Forged aluminum oar locks and handles. Motor clamp blocks at right height (15¾"); takes any outboard motor up to 10 hp. Bulkheads in bow and under seats packed with newly developed, *non-waterlogging* buoyant product, one-tenth the weight of cork. All-purpose finish for fresh or salt water.



LEFT: Ideal for rowing or as yacht tender.
RIGHT: Beached at full speed *undamaged!*

IF YOU SEE RUST YOU KNOW IT'S NOT ALUMINUM

REYNOLDS ALUMINUM

NEW FOR 1948

The PALMER SCOTT SLOOP *and* PALMER SCOTT HURRICANE

The PALMER SCOTT SLOOP, pictured above, is the popular and successful Wood-Pussy round-bilged hull in a new dress developed for those who want somewhat more advanced sailing than offered with the original cat rig. The mast of the sloop is the same as that of the cat. Stepping it further aft, using an overlapping jib, shorter boom and new stays, provides a lively sloop with performance far superior to that of the older rig and offers racing crews the opportunity to handle jib sheets or even a spinnaker. (This new rig can be applied to existing Wood-Pussy hulls.) The sloop price is **$695.00 with sails.**

The HURRICANE, a Rhodes-designed 19′ over all round-bilged molded plywood sloop is a fast, sporty and roomy racing and day sailing sloop which has a rapidly growing national class organization and has met with an unusually enthusiastic reception wherever she has been introduced. Her molded construction makes her light, lively and easily maintained—she's a lot of boat for her size.

For organized racing fleets or for individual day sailing boats the HURRICANE is the nearly ideal boat in her size range.

Now offered by Palmer Scott without sails.

Other Famous Palmer Scott Boats

The WEASEL* is a popular priced small sailing boat, 11′4″ long, developed for the kids or their elders. She's a smart, lively cat. Carefully engineered in marine plywood her cost is kept to a minimum and her V-bottom is especially designed to perform as well with a low horsepower outboard as under sail. **Price $395.00 with sail.**

The WEASEL* KIT offers the same Weasel in knockdown form for those who enjoy home woodworking or wish to save an appreciable sum of money. The kit is made up from our regular production parts to assure perfect fit, and includes full instructions, all wood parts, fastenings, glue, primer and hardware. **Price $198.00 without sail.**

The WOOD-PUSSY* is our nationally famous 13½′ catboat, designed by Rhodes, of which there are more than 1000 boats distributed in fleets throughout the country. An ideal boat for juniors or adults who are beginning to race for there is ample competition. They are easily altered to the sloop rig described above. **Price $595.00 with sail.**

The SCOTT CHARTER FLEET of 31′ over all auxiliary cruising cutters is being augmented by the building of additional boats this winter because of their popularity in previous seasons. Offered for charter completely equipped and with comfortable accommodations for a party of four, some of these *Amanthas* are still available for parts of the coming season. We suggest early action by those who would enjoy a cruise in one of these smart and able yachts as the time is rapidly being booked. Write us now for open time and rates.

See Your Dealer or Write Direct to

Palmer Scott & Co., Inc.
NEW BEDFORD, MASSACHUSETTS

*TRADE MARK REGISTERED

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Englewood 3-9461-J
Larchmont 2-2548
Darien 5-1506
Plaza 3-5022

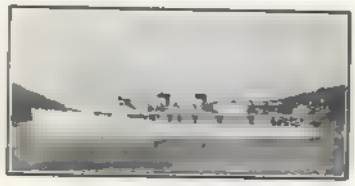
SPARKMAN & STEPHENS
INCORPORATED
NAVAL ARCHITECTS YACHT BROKERS
MARINE INSURANCE

11 East 44th St.
New York
MU 2-3557

No. Y-636—FOR SALE—Bronze-hulled Diesel schooner, 113' x 85' x 21' 4" x 5' 10". Unusually comfortable accommodations including a large main cabin, two single and two double staterooms in the owner's quarters with bath and shower. Refitted from stem to stern in 1946–1947, including new decks, cabins, rails, rigging, wiring, piping and 200 h.p. GM Diesel with 25 K.W. GM generator. Also deep freeze, CO-TWO system, automatic water pressure, 3 electric windlasses, heating plant, radio direction finder, launch and sailing dinghy. Moderate draft makes her ideal for Great Lakes, West Indies or the Gulf Coast and Florida. The divided rig can be handled by a small crew. SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.

No. Y-5168—FOR SALE—Twin-screw Diesel yacht, 77' x 15' 2" x 4' 11". Separate dining saloon and lounge in deckhouse. Two double and two single staterooms, two lavatories with showers in owner's quarters. Boat equipment includes 16' launch and sailing dinghy. Hot-water heat, electric refrigeration. SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.

No. Y-5239—FOR SALE OR CHARTER—Mathis Diesel yacht, 69' x 16' 6" x 4'. Roomy deckhouse has combination dining saloon and living room; three double staterooms, two lavatories, each with shower. For further data, price and location consult SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.

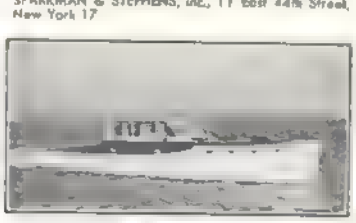


No. Y-5376—FOR SALE—Steel Diesel yacht 196' x 30' x 16' 6". Accommodations includes six double and four single staterooms. Cruising radius approximately 9000 miles. Winton Diesel engines. One of the few large off shore cruising yachts available. SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.

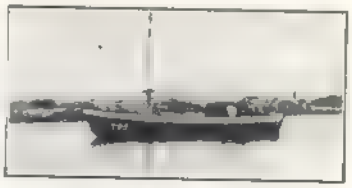
No. Y-9379—FOR SALE—Twin-screw Dawn cruiser 45' 6" x 11' 3" x 3'. Two double cabins, one sleeping four, two aviators, galley and berth for paid hand. For further information, price and location consult SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.

No. Y-5334—FOR SALE—Twin-screw Diesel yacht 70' 2" x 14' 9" x 5', designed by Chris Nelson and built at Annapolis Yacht Yard in 1940. Dining saloon in deckhouse, two double and one single staterooms, two lavatories. Superior motors. For further data consult SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.

No. Y-9580—FOR SALE—Twin-cabin Chris-Craft cruiser, 35' x 11' 6" x 2' 6". Sleeps four to six. Twin motors. For further information, price and location consult SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.



No. Y-9368—FOR SALE—Twin-screw custom built cruiser, suitable for off-shore fishing, 48' x 12' 6" x 4' 3", built by Morton Johnson at Bay Head, N. J. Two berths in main cabin, double stateroom. Hall-Scott motors, teak decks. SPARKMAN & STEPHENS Inc., 11 East 44th Street, New York 17.



No. Y-9038—FOR SALE—41' Cruiser (a sailing motor-sailer) built by Davis at Solomons Island, from our designs. An all-purpose boat with an unusually roomy layout consisting of a double stateroom and large main cabin with four berths, and extra cabin that can be used for a guest stateroom or crew's quarters. SPARKMAN & STEPHENS, Inc., 11 East 44th Street, New York 17.

No. Y-9373—FOR SALE—Twin-screw sport fisherman, 36' x 9' 6" x 3' 8", designed and built by Frank Sample at Boothbay Harbor. Sleeping accommodations for five. Twin motors, substantial construction. For further information, price and location consult SPARKMAN & STEPHENS Inc., 11 East 44th Street, New York 17.

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Thru the magazines children, parents, and educators read most, and believe in, powerful, eye-catching Rig-A-Jig national advertising promotion is steadily increasing consumer acceptance for this unique construction set of vulcanized fibre-plastic . . . building greater sales for you.

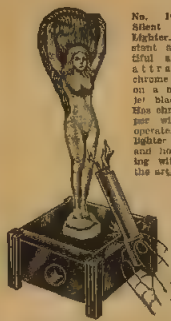
Proof of its effectiveness—last year the nation's leading midwest department store moved 11,000 sets off its shelves. Repeats are the secret of Rig-A-Jig's amazingly vigorous sales. This is your cue to cash in on the big, new Rig-A-Jig promotion on the way for 1948. Learn how you can join up. Write, wire, or phone for details today.

RIG-A-JIG, INC., 32 W. Washington, Chicago 2, Ill.

Room 553 McAlpin

parker of london by dunhill

No. 1604—Dunhill Service Lighter. Windproof! Dependable! Made by Dunhill, it is sturdily constructed of heavy metal finished in assorted lustrous jet black and rich brown enamel. Has ample fuel capacity and adjustable flint tension. Features simple reliable mechanism that lights with a flick of the finger. Perforated wind guard keeps flame from being blown out. Height closed 2¼ inches. Each in box.
Each ..... **45¢**
Per dozen **$4.50**



No. 1603—"Dunhill" Silent Flame Table Lighter. Attracts instant attention. Beautiful art model with attractive sparkling chrome finish mounted on a majestic lustrous jet black ceramic base. Has chrome plated copper wire railing. To operate remove the lighter unit from base and hold against railing with tip touching the arrow. It lights instantly. Has wick that will last for years. Large fuel capacity. Width of base, 3 inches; height, overall, 5⅛ inches. Each in box
Each **$1.65**
Per dozen **$18.75**

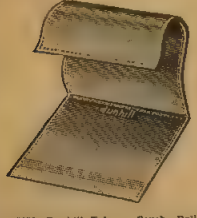
No. 441.407—Replacement Silent Flame Lighter Units. Replacement unit for Silent Flame Lighter
Each .... **40¢**

No. 1120—Parker Service Lighter. Windproof and dependable, lights instantly with a flick of the thumb. Finished in attractive genuine black or brown leather with pin grain finishes. Has heavy nickel plated flame guard. One-piece construction. Features a long life wick, large fuel capacity and a new style flint retainer compartment. Flint tension is easily adjusted by means of flint chamber on outside. Height closed, 2¼ inches. Each in box
Each **95¢**
Per dozen **$10.59**

No. 1605—Dunhill Benzine Lighter Fluid. One of the best lighter fluids made. It lights instantly — quickly. Smokeless. It lasts longer because of its non-evaporating qualities. Dunhill has eliminated offensive lighter fluid odors. Retails at 35c per bottle. Put up four fluid ounces in attractively designed glass bottle, packed 3 dozen bottles in carton
Per carton of 36 bottles **$5.25**

No. 928—Dunhill Lighter Flints. A top quality flint, made by Dunhill. Standard size flints, made of super hard ferrocerium that will not crumble or powder and lasts longer than all others. Put up 6 flints in glassine envelope enclosed in handy pocket book folder, 36 folders to display box
Per box of 36 ..... **$3.00**

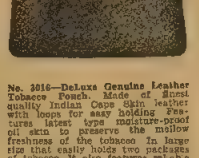
No. 421.496—Fifth Avenue Cigarette Case. Silhouette-thin gold-tone cigarette case with a delicate striped design and initial square embossed on lid. Push button clasp opens case to reveal engine-turned inside with lacy design. Spring retainer clip holds 12 cigarettes in place. Length, 4⅛ inches; width, 3 inches. Each tissue cotton wrapped in gift box
Each **$1.60** Per dozen **$18.00**



No. 3058—Dunhill Tobacco Pouch. Roll up tobacco pouch that preserves the freshness of tobacco. Made of soft pliable calskin like glove leather fashioned only in this Dunhill pouch. Has durable leather stitched sides and binding that defies wear. Easily holds two packages of tobacco. Size, 6", x 14½ inches with 8 inch pocket
Each **45¢** Per dozen .. **$4.80**

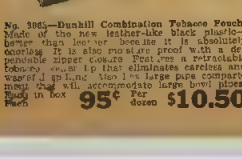
No. 3613—Zipper Leather Tobacco Pouch. Made of incredibly soft genuine leather with imitation pigskin finish. Features moisture proof inner lining that keeps tobacco moist and fresh. Fitted with reliable metal zipper closure. Size, 6 x 3½ in
Each **30¢** Per dozen **$3.00**

No. 3614—Genuine Leather Zipper Tobacco Pouch. Same as above but made of smooth finish Indian Cape skin leather.
Each ..... **45¢** Per dozen .. **$4.50**

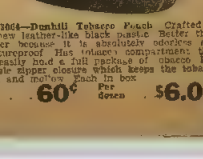


No. 3016—DeLuxe Genuine Leather Tobacco Pouch. Made of finest quality Indian Cape Skin leather with loops for easy holding. Features latest type moisture-proof oil skin to preserve the mellow freshness of the tobacco. In large size that easily holds two packages of tobacco. It also features reliable Talon metal zipper. Size, 4¼ x 6 inches. Each in box.
Each **60¢** Per dozen **$6.00**

No. 3015—Leather Tobacco Pouch. Same as above but of genuine grained leather
Each **45¢** Per dozen **$4.50**



No. 3063—Dunhill Combination Tobacco Pouch. Made of the new leather-like black plastic—better than leather because it is absolutely odorless. It is also moisture proof with a dependable zipper closure. Features a retractable tobacco scoop tip that eliminates careless and wasteful spilling. Has two large pipe compartments that will accommodate large bowl pipes. Ready in box
Each **95¢** Per dozen **$10.50**



No. 3064—Dunhill Tobacco Pouch. Crafted of the new leather-like black plastic. Better than leather because it is absolutely odorless and moistureproof. Has tobacco compartment that will easily hold a full package of tobacco. Has reliable zipper closure which keeps the tobacco fresh and moist. Each in box
Each **60¢** Per dozen **$6.00**

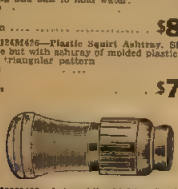
SMOKERS GOODS WITH PROFIT APPEAL

Pipes of Selected Briar

Sensational New Pipe Lighters

No. 124M425—Metal Squirt Ashtray. A sensational new novelty ashtray that should prove a continuous source of amusement in the game room or wherever a dash of humor is appreciated. Will startle and astound the unprepared. Rectangular metal ashtray with cigarette rests and small metal figure surmounted. Complete with rubber tubing and ball to hold water.
Each . . . . . **85¢**
Per dozen **$8.75**

No. 124M426—Plastic Squirt Ashtray. Similar to above but with ashtray of molded plastic in modified triangular pattern
Each . . . . . **70¢**
Per dozen **$7.20**



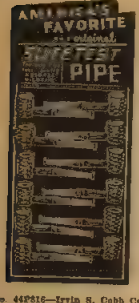
No. 22M2437—Automobile Lighter Replacement Cartridge. Designed to serve with most automobile lighters, the new replacement cartridge offers all the advantages of a complete lighter as more actual working parts are built within the cartridge. Offers perfect performance and real satisfaction to the user. Automatic heat cut-off within the cartridge releases in 8 to 10 seconds. Eliminates excessive current drain on car battery. Packed six to a card. Fair trade price $1.50 each
Per card of 6 . . . . . **$5.40**

Kwik-Lite
LIGHTER FLUID

No. 1600—Kwik-Lite Lighter Fluid. A smokeless and odorless quick-igniting lighter fluid in can container. Can be controlled from a drop to a stream—prevents waste. Has screw type cap eliminating evaporation. Contents of can four ounces. Packed two dozen in carton.
Per carton of 24 . . **$2.10**

No. 124M446—Fireplug Dog Cigarette Extinguisher. The new cigarette extinguisher that is sweeping the country. A small rubber nipple at the top of hydrant is the pressure valve. Press it, Zip! Zip! and the dog gets go with a daily spray to quench the burning cigarette. Sturdily made of white metal with a new bronze finish. Painted construction detail makes easy filling. Height 3¾ inches
Each **$1.25**
Per dozen **$13.50**

No. 44M418—Thero-Lite Pipe Lighter. A pipe smoker's dream. Instant action, one hand operation. Down draft flue action lights entire tobacco surface. Chimney protected flame. Large fuel capacity. Lightweight sturdy metal construction. Pocket size. Put up one dozen on attractive display card
Each . . . . . **65¢** Per dozen **$7.20**



No. 44P816—Irvin S. Cobb Corn Cob Pipes. Crafted from genuine corn cobs with lacquered finishes. Each pipe maple cured. Fitted with a long amber colored transparent plastic bit. Put up one dozen pipes on eye-catching display card
Per dozen **$1.95**

No. 44P815—Sweetheart Corn Cob Pipes. Similar to above but smaller in size, not maple cured. Have jet black plastic bits. Put up one dozen pipes on display card.
Per dozen **$1.10**

No. 44L416 — Evans Flints. For matchless service for all lighters. Three flints to the package, 24 packages to the card
Per card **$1.60**
Per card, lots of 6 **$1.44**

No. 44M1225—Ronson Wick and Inserter. Includes two high grade flints for best service in Ronson lighters. Mounted 2 dozen packets to the card.
Per card **$1.80**

No. 2067—Sani-Kool Pipe. An exceptionally appealing item at a new price. Pipe consists of a polished dark briar color bakelite bowl with meerschaum — effect plastic stem and bit. Bowl is removable for cleaning purposes and has attractive gold colored metal band. Bowl is also designed in extra large size assuring plenty of real smoking pleasure between refills. Has wide comfortably shaped tastelless bit for added value
For dozen . **$2.00** Per gross **$23.50**

No. 1161 — Super-Master Pipe Assortment. The pipe without a peer in its class. This quality assortment features outstanding selected briar construction, popular shape bowls, beautiful range of light to dark finishes, black stems, and efficient slug trays. One dozen in neat display carton.
Per dozen **$3.00**

No. 1174—Pipe Cover. The pipe accessory that outdoor men cannot get along without. Fits all pipe bowls and prevents tobacco from blowing away. Made of highest grade, heavy durable steel. Features a spring clamp easily operated by extending levers.
Per dozen **$1.00**

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REGISTERED IN U. S. PATENT OFFICE

NEW 1948 EDITION

Capt. Tom Hamilton's Pigskin is the finest football game ever published.

Used for Official Play by the Nick Basca Memorial Football League.

$3.50

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Saunders

PLASTIC
MECHANICAL
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SAUNDERS TOOL & DIE CO.

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ARTIFICIAL BAITS

HEDDON NEW PERFECTED PUNKINSEED

A sinking bait which travels approximately 2 feet under the surface when retrieved, depending upon the speed of reeling.

Catches bass, walleyes and pike when other lures fail

2¼ in. Body, Two Treble Hooks

Per dozen

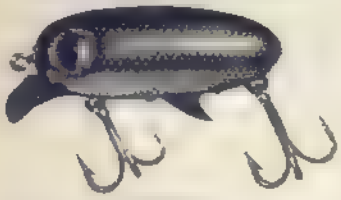
No. 730SUN—Sunfish .....$....

No. 730BGL—Bluegill .....

Weight each ⅝ ounce.

One in a box, one dozen in a carton.

CLARK'S WATER SCOUT



Floating

Designed by a fisherman for fishermen. Has proven to be a killer in all kinds of water, no other plug on the market can duplicate its action. Small, compact and casts like a tournament weight

2¾ in. Body, Two Treble Hooks

Per dozen

No. 301—White, red head .....$....

No. 307—Silver scales, ribs striped, blended with yellow on belly .....

No. 309—Rainbow, red, yellow and blue blend .....

No. 310X—Shiner scales, etched with white, red sheen on sides .....

No. 315—Pearl, red eyes .....

No. 320X—Yellow, white ribs .....

No. 327—White with silver ribs blended streak of red scale on sides .....

Weight each ½ ounce.

One in a box, one dozen in a carton.

ARTIFICIAL BAITS

PAW PAW MINNOW

Sinking Pattern

Body made of durable lasting tenite. Has all of the true-to-nature action, shape and finish of a real minnow. Darts and wiggles under the surface when retrieved.

3 in. Body, Two Treble Hooks

Per dozen

No. 3801—Yellow perch .....$

No. 3804—White, red head .....

No. 3807—Pike scale .....

No. 3851—Black, white ribs .....

No. 3856—White, silver ribs .....

No. 3858—Silver, black ribs .....

No. 3859—Yellow, white ribs .....

Weight each ⅝ ounce.

One in a box, one dozen in a carton.

PAW PAW WOTTAFROG

True to nature in design and color-actions—swims, dives and floats with all the real action of a real, live frog. Legs are hinged to body, permitting them to move in a kicking, swimming motion. Treble hooks are covered with hair and look like feet.

3¼ in. Body, Three Treble Hooks

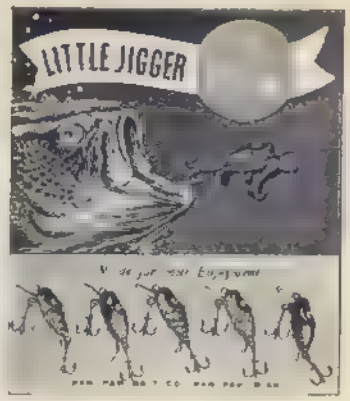
Per dozen

No. 53—True frog markings, wt each ⅝ oz. .....$

One in a box, one dozen in a carton.

ARTIFICIAL BAITS

PAW PAW JIG-A-LURE



A dandy little lure that "dances a jig" when retrieved. Dives under the surface and swims with a short, choppy wiggle that makes him a tantalizer for sure. Iridescent pearl finished.

1⅞ in. Body, Two Treble Hooks

Per card

No. 2700C—One each of six assorted patterns on a display card; wt. each individual bait ⅝ oz. $....

One card in a carton

SHAKESPEARE DOPEY

Gets 'em all big or small. Whether retrieved slowly or fast, it has a devastating wiggle. Casts easily and is especially attractive to bass, pickerel and even panfish.

1⅞ in. Body, Two Treble Hooks

Per dozen

No. 6603WRS—White body, silver flitters, red head .....$....

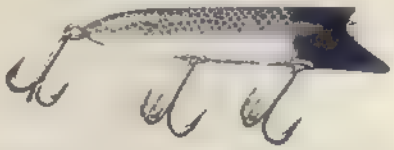
No. 6603YP—Yellow perch .....

No. 6603SF—Silver flash .....

Weight each ⅞ ounce.

One in a box, one dozen in a carton.

HEDDON LUCKY 13



A floating minnow drawing slightly below the surface with a zig-zagging swimming movement.

4 in. Wood Body, Three Treble Hooks

Per dozen

No. 2500L—Yellow perch .....$....

No. 2500RH—White, red head .....

No. 2500JRH—Frog scale, red head .....

No. 2500PRH—Shiner scale, red head .....

Weight each ¾ ounce.

One in a box, one dozen in a carton.

EGER DILLINGER

Deep running lures that insure good catches even when conditions are tough and when other types of bait fail to attract. Especially recommended for large and small mouth bass, pike, etc. Finely finished by secret process. Rustproof spinners and natural fish eyes.

2 in. Long, Two Treble Hooks

Per dozen

No. 01—White body and black stripes .....$....

No. 03—White body and red stripes .....

No. 05—Pearl .....

Weight each ½ ounce.

One in a box, one dozen in a carton.

ARTIFICIAL BAITS

BOMBER

An entirely new development in lures This bait was developed by fishermen for fishermen. Bait is retrieved tail first. When retrieved it runs deep and wiggles fast. By experience it was learned that best catches are made by sending the bait down to the fish. At rest the bait floats; thus, if a snag is encountered, tension on the line is relaxed and the bait floats out.

Two Treble Hooks

Small Size	Large Size	Color	Per dozen
403	603	Gray scale ...	... $ . .
404	604	Red head .	....
408	609	Pearl spots	....
411	611	Frog scale ..	....
414	614	Black, white ribs....	. . ..
418	618	Shad	..... .
419	619	Yellow, silver flakes.	. .

Average weight each ½ ounce

WEESNER'S CASTING WEEZEL

Casting Weezel with Wiggle Disc

The original spinning or wobbling feathered minnow "a two bait in one combination" with an interchangeable spinner and wiggle disc. Each gives a distinctively different action to the feathered minnow.

Natural feathers are carefully selected and tied to a perfectly balanced lead body with lifelike head and eyes. The white tail feathers give the body an added pork rind effect. Has a positive spring weed guard, and its special English Saanich hook is designed to overcome short strikes.

Per dozen

No. 5—Red head, white body, white tail; wt. each ⅜ oz. .....$....

One on a card, one dozen in a box.

WEESNER'S FLY ROD WEEZEL

Baby Weezel for Fly Rods

Same as the Casting Weezel, but smaller in size and furnished with spinner only.

Per dozen

No. 3F—Red head, white body, white tail; wt. each 1/20 oz. .$.....

One on a card, one dozen in a box.

ARTIFICIAL BAITS

ARBOGAST HAWAIIAN WIGGLER

No. 1—With Single Spinner

Runs very deep—intended for deep snaggy streams where bass are found among stumps and drowned tree tops, or for deep, rocky waters.

Skirt made of 40 rubber tails.

The incredible squirming, struggling, writhing, wiggling Hula Hula dance gets bass that ignore less active baits. Most action is obtained by putting skirt on in reversed position.

Complete with skirt.

Colors—Red, white, yellow, black, red and white, red and yellow, black and white, black and yellow, black and red, white and yellow.

Per dozen

No. 1—Wt. each ⅝ oz. .....$.....

One dozen assorted colors in a box.

No. 2—With Single Spinner

Runs shallower—wiggles through and over lilypads, snags and weeds. The favorite bait in the south in thick trees, cypress swamps, etc.

Skirt made of 40 rubber tails.

The incredible squirming, struggling, writhing, wiggling Hula Hula dance gets bass that ignore less active baits. Most action is obtained by fitting skirt on in reversed postion

Complete with skirt.

Colors—Red, white, yellow, black, red and white, red and yellow, black and white, black and yellow, black and red, white and yellow.

Per dozen

No. 2—Wt. each ⅝ oz. . .... $ ..

One dozen assorted colors in a box

EXTRA RUBBER SKIRTS

For use with Nos. 1, 2 and 3 Hawaiian Wigglers.

Colors—Red, white, yellow, black, red and white, red and yellow, black and white, black and yellow, black and red, white and yellow.

Per dozen

Large—With forty tails; for use with Nos. 1 and 2 . .. $.....

Small—With twenty tails for use with No. 3 ....

One dozen in a box (specify color wanted when ordering).

ARTIFICIAL BAITS

WEEZEL REX SPOON

A first class lure in any type of water and will bring results in open pools as well as in weeds and lily pads. Can be dragged through the heaviest sort of going.

Used in combination with frog type pork chunk, it will take fish under conditions when ordinary baits are absolutely worthless.

2½ in. Long, Single Hook

Per dozen

No. RS1—Pearl . . . $ ....

No. RS2—Red and white . ...

Weight each ½ ounce.

One in a box, one dozen in a carton

WEEZEL MEDALMINNOW

One of the neatest best producing baits made. Rides upright in the water with quick erratic movements of a darting fish attempting to get away. Properly handled it will leap from the water, skip on the surface exactly like a crippled minnow

2⅛ in. Long, One Treble Took

Per dozen

Medalminnow—Stainless, chrome finish; wt. each ½ oz. .....$...

One in a box, one dozen in a carton

JOHNSON SILVER MINNOW

Especially constructed for fishing in weedy waters. Will not spin and gather weeds, but wiggles through. Weed guard will not interfere with hooking fish. Fast wiggling motion.

Can be used alone or with a pork strip or hunk

Bait Casting Size; 2⅞ in. Long, No. 4/0 Hook — Per dozen

No. 2—Silver plated; wt. each ½ oz. $....

Fly Casting Size; 1⅞ in. Long, No. 5 Hook — Per dozen

No. B—Silver plated; wt. each 1/24 oz. ....$. ..

One in a box.

10. Pennant's Parakeet *(Platycercus Pennantii)*

FISHING REELS

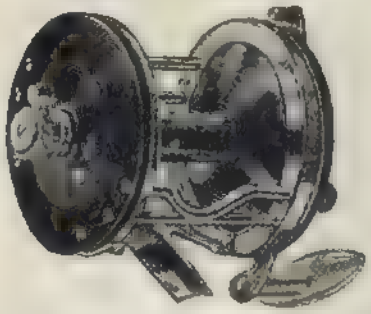
OCEAN CITY SALT WATER SURF CASTING

HAMPTON BEACH

A lightweight, wide-spool reel for surf and squidding, triple multiplying star drag, with patented automatic free spool lever and synchro-mesh gears. Take-apart model. Zephaloy spool with smoothcaster control. Oilite self-lubricating bearings. Combination handle nut-lock and wrench. Chrome plated exposed metal parts, and bakelite side plates. Each reel supplied with extra spool.

No.	Capacity	Wt. each	Each
994	250 yds.	1 lb. 4 ozs.	★$15.00

SMOOTHKASTER



A wide-spool, lightweight take-apart reel for trolling or surf fishing. Smoothcaster control eliminates backlash. Lightweight zephaloy spool. Star drag, triple multiplying. Oilite self-lubricating bearing. Bakelite side plates. Each reel supplied with extra spool

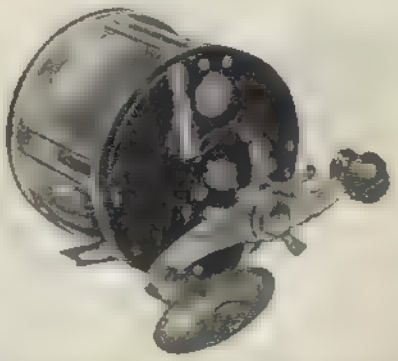
No.	Capacity	Wt. each	Each
993	200 yds.	1 lb. 5 ozs.	★$18.50

BAY CITY

A general salt water fishing reel with automatic free spool lever and synchro-mesh gears. Oilite self-lubricating bearings. Star drag with combination handle nut lock and wrench. Chrome plated exposed metal parts with bakelite side plates. Double multiplying.

No.	Capacity	Wt. each	Each
112	250 yds.	1 lb. 9 ozs.	★$8.00
113	300 yds.	1 lb. 12 ozs.	★ 9.00

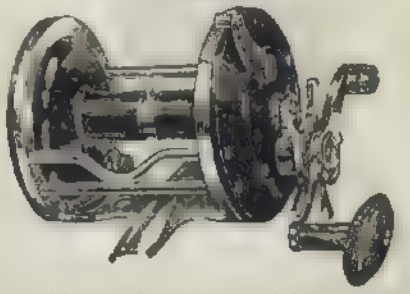
BAY CITY



A deep-sea trolling reel with large line capacity, with the automatic free spool lever and synchro-mesh gears. Star drag. Heavier and stronger than the regular Bay City reel to be used in larger game fishing. Large torpedo handle knob. Double multiplying. Chrome metal parts and bakelite side plates.

No.	Capacity	Wt. each	Each
165	400 yds.	2 lbs.	★$12.50

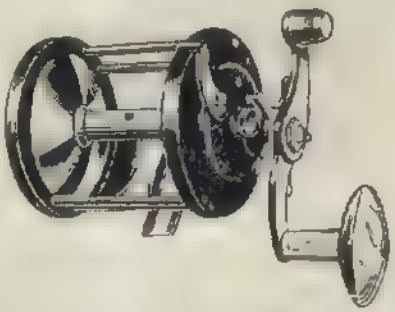
OAKLAND



A wide spool reel favored for surf, pier or boat fishing. Streamlined and lightweight with star drag. Synchro mesh gears and oilite bearings. Fitted with the new Plastolite spool. Chrome plated exposed metal parts. Bakelite side plates.

No.	Capacity	Wt. each	Each
991	200 yds.	1 lb. 3 ozs.	★$8.50

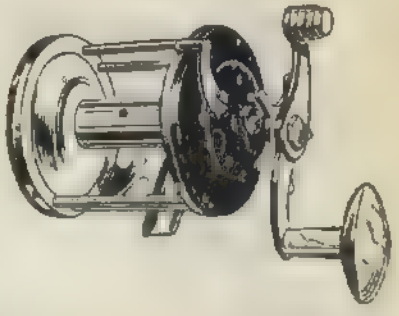
ST. LUCIE



A wide metal spool with star drag. Bakelite end plates with throw-off lever and chrome plated metal parts.

No.	Capacity	Wt. each	Each
935	250 yds.	12 ozs.	★$6.00

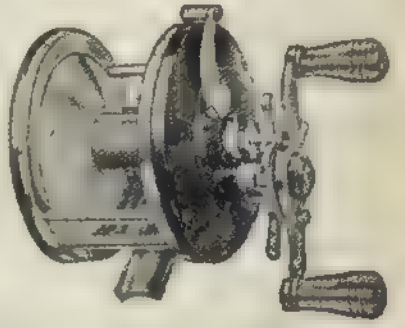
ANGELNO



Zephaloy wide spool. Metal reinforced bakelite end plates with throw-off lever. Star drag. Metal parts, chrome plated.

No.	Capacity	Wt. each	Each
936	250 yds.	11 ozs.	★$7.50

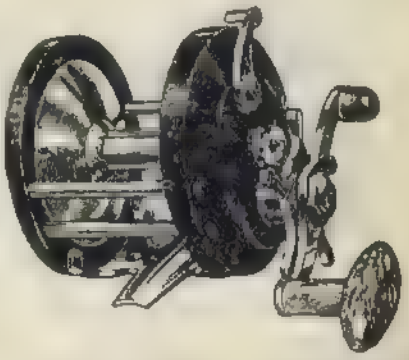
ANGELNO



A new casting and trolling reel fitted with the new Zephaloy lightweight spool. Patented synchro-mesh gears and star drag. Chrome plated exposed metal parts and bakelite side plates.

No.	Capacity	Wt. each	Each
988	100 yds.	1 lb. 6 ozs.	★$7.50

ST. LUCIE



A triple multiplying free spool reel with star drag for salt water and heavy fresh water fishing. Chrome plated metal parts with bakelite side plates. Torpedo handle knobs.

No.	Capacity	Wt. each	Each
981	150 yds.	1 lb. 1 oz.	★$5.50

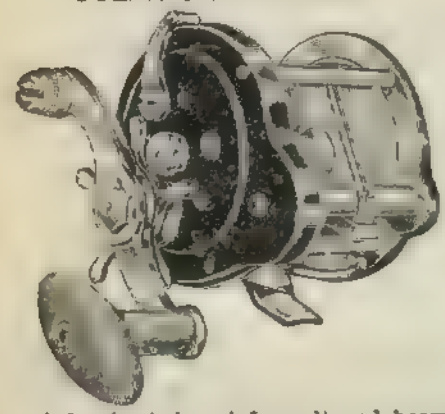
All above, one in a carton

★ Factory Suggested Resale Price

FISHING REELS

SALT WATER SURF CASTING

OCEAN CITY IMPERIAL



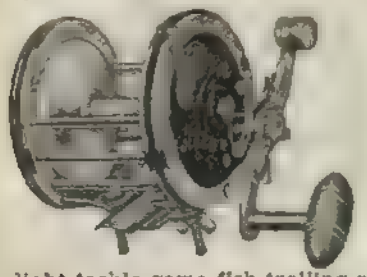
A level wind reel for salt and heavy fresh water fishing. Triple multiplying with star drag and patented handle with wrench. Chrome metal parts, bakelite side plates. Torpedo handle.

No	Capacity	Wt. each	Each
920	150 yds.	1 lb. 4 ozs.	★$12.50

PENN SENATOR

For game fish trolling. Star drag and large torpedo handle. Equipped with harness lugs and rod clamps. Free-spool clutch. Double multiplying gears Frame of nickel silver, chrome plated

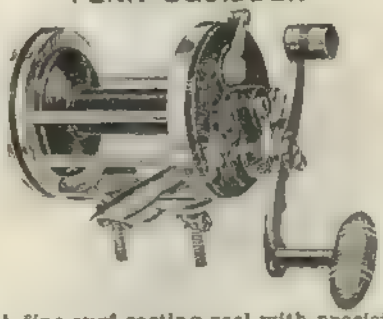
No.	Size	Capacity	Wt each	Each
118	4/0	300 yds.	1¾ lbs.	(F)$20.00
114	6/0	400 yds.	3 lbs.	(F) 27.50
115	9/0	500 yds.	3½ lbs	(F) 32.50



A light tackle game fish trolling reel. Fitted with star drag, torpedo handle and rod clamps. Reinforced side plates with chrome plated metal.

No.	Size	Capacity	Wt. each	Each
110	1/0	150 yds.	18 ozs.	(F)$12.50
111	2/0	250 yds.	22 ozs.	(F) 15.00
112-P	3/0	400 yds.	26 ozs.	(F) 17.00

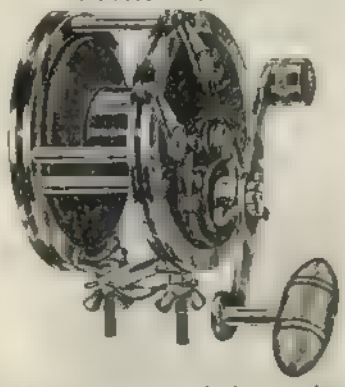
PENN SQUIDDER



A fine surf casting reel with precision built ballbearing spool. Convertible star drag that can be used at will by the flip of a lever on front plate. Chrome plated metal parts and bakelite end plate.

No.	Capacity	Wt. each	Each
145	150 yds.	1 lb. 10 ozs.	(F)$25.00
140	200 yds.	1 lb. 14 ozs.	(F) 27.50

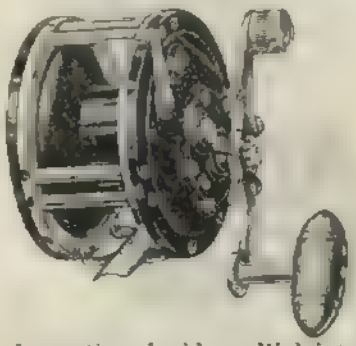
PENN NO. 49



A narrow, free spool, fast action reel with gear ratio of 3½ to 1. Equipped with patented convertible star drag. Operating levers on top of reel. End plates double metal bound and all metal parts are polished and chrome plated. Large handle with single torpedo grip

No.	Capacity	Wt. each	Each
49	250 yds.	28 ozs.	(F)$15.00

PENN NO. 149



A fast action, double multiplying narrow spool reel for deep sea bottom fishing. Fitted with star drag and end plates are metal bound. Large torpedo handle. Ideal for wire line lake trolling.

No.	Capacity	Wt. each	Each
149	250 yds.	25 ozs.	(F)$10.00

PENN SURFMASTER

An easy take-apart, free spool reel with an extra interchangeable spool. Star drag. A speedy action reel. Equipped with Easy-Cast lightweight spools. Gears are triple multiplying. Reinforced and plated with frame made of chrome plated nickel silver with open top construction.

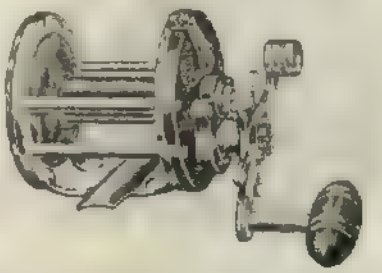
No.	Capacity	Wt. each	Each
100	100 yds.	16 ozs.	(F)$11.50
200	200 yds.	18 ozs.	(F) 13.50
250	250 yds.	19 ozs.	(F) 14.50

PENN LONG BEACH

High grade star drag reel with large grip handle. Steel gears always in mesh, ratio 2½ to 1. Chrome plated metal parts and bakelite side plates. Metal spool.

No.	Capacity	Wt each	Each
60	200 yds.	17 ozs.	(F)$7.50
65	250 yds.	18 ozs.	(F) 8.00

PENN LIGHT CASTING



A bay fishing or surf-casting lightweight reel with star drag and non-corrosive plastic spool with 3 to 1 ratio. Chrome plated metal parts.

No.	Capacity	Wt. each	Each
160	150 yds.	13½ ozs.	(F)$7.00
155	200 yds.	14 ozs.	(F) 8.00

All above, one in a carton

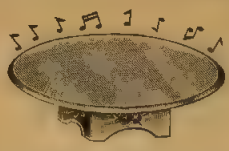
Note—Left hand models for Penn reels may be had at a slightly higher cost.

(F) Fair Traded

★ Factory Suggested Resale Price

Lovely Feminine Gift Items

No. 6M1693—Musical Cradle. Glazed pottery model of the well known baby's cradle that plays lullabies and children's tunes by Brahms and other famous composers at the flick of the small switch on the bottom. Detailed styling and beautiful coloring makes this a perfect gift for baby showers or children's birthdays. Musical gift created by skilled Swiss craftsmen for reliability and long wear. Assorted pastel shades.
Each **$3.90**



No. 6M1694—Musical Birthday Cake Holder. Sensationally fast selling cake holder that plays 'Happy Birthday' as it revolves. White enameled holder is mounted on tastefully decorated wooden stand housing the Swiss musical and revolving unit. Diameter of holder is 10¾ in. Over-all height 3 in.
Each **$4.85**

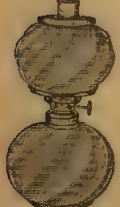
No. 6M1695—Musical Wedding Cake Holder. Same as above with 'Wedding March' music
Each **$4.85**

No. 6M1692—Musical Ukelele Bank. Teach the children to save by the use of this musical ukelele bank. Detailed miniature replica of a ukelele plays tune when coin is deposited in convenient slot. Assorted children's songs are played by the Swiss made movements. Constructed of varnished grain-wood complete with strings and adjustable tuning keys. Measures 12¾ x 4 inches. A fast selling gift item!
Each **$5.50**

No. 1119—Musical Spinet Piano. A masterpiece of expert craftsmanship and delicate artistry. Excellently formed in an exact reproduction of a Spinet piano from its three pedals and rounded legs to its black and white keyboard made of durable plastic. Genuine solid selected quality black Walnut construction adds dignity and richness to surrounding furniture. Two spacious compartments under hinged lid are ideal for cigarettes or jewels. Fitted with imported Swiss musical unit which plays a delightful melody whenever lid is lifted. Length, 7½ inches; height, 4 inches
Each **$5.50**

No. 1120 — Transparent Lucite Musical Piano. Expertly made of genuine transparent acrylic, a new plastic extremely popular for its lasting durability and crystal clear loveliness. Gracefully dainty Spinet piano style complete with new organ keyboard made of lustrous plastic. Genuine imported Swiss musical unit, carefully set into the piano so that the fascinating intricate movements can be easily observed sends forth a charming, lilting melody whenever hinged lid is opened. Roomy compartment under the lid for cigarettes, jewels, etc. Length, 7½ inches, height, 4¼ inches
Each **$9.45**

Modernly Designed



No. 10G1215 — 'Sweetheart-Lite' Perfume Lamp. Rubicon's perfume lamp that actually burns and mildly perfumes the room. Charming Sweetheart-Lite copies a valuable antique in every detail. Four colors and fragrances—Apple Blossom-pink, Honeysuckle tone, Gardenia-green, Chypre yellow. Swirled clear glass base and satin finish glass shade. Height, 6⅝ in.
Each ..... **75¢**
Per dozen **$8.00**

No. 12G1220 PERFUME LAMP REFILLS
Each.... **40¢**
Per dozen. **$4.00**

No. 10G1219 — 'Romance-Lite' Perfume Lamp. Hand painted flowers on glass base and shade distinguish this Rubicon perfume lamp. Solid brass fittings on this faithful reproduction of the antique style lamp. Four fragrant perfume oils can be used in this decorative and useful emergency light. Individually boxed complete with wick. Height, 8¼ in.
Each **$1.40**
Per dozen **$16.00**

No. 10G1218—'Joy Lite' Perfume Lamp. 'Joy-Lite' can be refilled by regular lamp oil, or the four tinted perfume oil refills listed on this page. Faithfully reproducing the early American style lamps, this model has clear glass base and frosted 'star rose' shade. Height, 6⅛ in.
Each ..... **40¢**

No. 10G1216—'Beauty-Lite' Perfume Lamp. 'Lincoln Drape' designed lamp with stippled glass base and satin glass shade in the four Rubicon colors—pink, blue, green or yellow—and matching perfumes apple blossom, honeysuckle, gardenia and chypre. Each lamp is individually packed complete with wick. Height, 8⅝ in.
Each ..... **75¢**
Per dozen **$8.00**

Per dozen **$4.00**

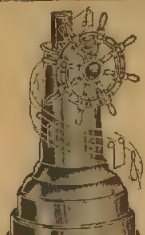
Practical Values

No. 10G1217—'Love-Lite' Perfume Lamp. Satin glass base with shades in four colors to match the four tinted perfume oils. Makes an attractive night light. Perfume lamps are not subject to Federal Excise Tax. Height 8½ inches. Individually boxed complete with wick. Get the complete line of lamps for your gift line at bargain prices!
Each ..... **75¢**
Per dozen **$8.00**

Musical Novelties

No. 6M1601—Musical Candy and Nut Dish. Lift the lid of this Swiss movement candy and nut dish and you hear lovely musical tunes such as "Ave Maria." Removable crystal-like glass candy and nut dish is ensconed in gleaming polished metal while the outer surface is gaudily trimmed with tantalizing rough and polished bands in pastel shades with early American scenes on cover. Three footed whole box measures 9 inches in diameter at base and stands 4½ inches high.

Each $7.75



No. 6M1607—Musical Cigarette Lighter. Beautifully designed cigarette lighter that is first in elegance in gleaming chrome with accurately die cast ship's wheel and hook shaped cap and hub offers modern graceful appearance. When lighter is lifted from surface, genuine Swiss movement plays charming melody until set down again. Lights with a flip of the ship's wheel, easy to turn, never misses. A thoroughly dependable lighter with excellent musical quality that is an unsurpassed value! Overall height, 6½ inches.

Each $6.75

6M1613—Musical Toilet Roll. A marvelous musical novelty that proves to be a hit every time. Sturdily constructed of selected wood, it has a gleaming white enamel finish with attractive design in contrasting black. Newly designed roller has wire prongs that keep paper from slipping off. A dandy item for parties, clubs, etc. Plays assorted tunes that really go with the occasion, such as, "Whistle While You Work," etc.

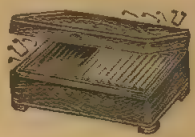
Each $8.75

No. 1198—Musical Cigarette Box. Quickly made of transparent lucite to resemble a Dutch windmill. Hinged cigarette container is located so when opened it trips an intricate Swiss musical unit allowing a sparkling little tune to play. The tune stops immediately upon closing. To start again, a simple twisting of the windmill's spoke will make it ready to give forth, with its sparkling tinkle again. Cleverly and sturdily made. Base width, 4½ inches; height, 6 inches, depth, 3 inches.

Each $9.75

No. 6P821—Musical Cigarette Box. Titillating tunes emerge from this opulent musical cigarette box. Completely finished in rich gold tone—a rough finish banded by sparkling highly polished clear trimmings—the cigarette holder is topped by a beautiful painted scene. Swiss movement plays "Symphony" or other popular selections. Mounted on three ball-type legs the four compartment box stands 5¾ inches high.

Each $6.50



Musical Chest. A lovely and exceedingly useful chest that holds two decks of playing cards or two packages of cigarettes, also convenient for trinkets. Expertly made of red gumwood with attractive hand polished lacquer finish. Enchanting strains of classic or popular melodies produced when lid is opened by Bahnsen quality precision made genuine Swiss music unit. Hinged cover concealed hinges. Size 7¾ x 4⅝ inches, height 2⅞ inches.

No. 1112—Musical Chest (Plain Top)
No. 1113—Musical Chest (Inlaid Top)

Each $5.35

No. 1114—Musical Chest. As above with inlaid top and colored velvetsuit padded lining.

Each $5.00

No. 1111—Cigarette Box. Same as above chests but without musical unit.

Each $1.00

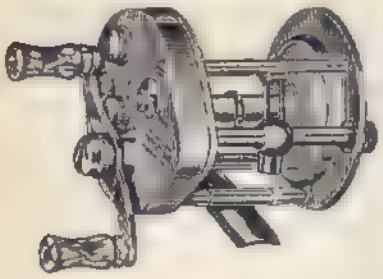
No. 1127—Children's Music Box. The kiddies will love it! This colorful little music box comes in many different assorted colors which would surely appeal to the children. The box is nicely decorated with small nursery rhyme characters. By a simple twist of the dial a tune comes tinkling out of it that even the grown ups would get a kick out of. When the tune plays, a panorama of scenes shows up on the dial as the music box starts to unwind. The children will enjoy any amount of handling it immensely. Sturdily built it can stand any amount of handling. Height, 3¼ inches width 7¼ inches, depth, 3½ inches.

Each ..... $4.95 Each, lots of 6 ..... $4.75

No. 6M1605—Children's Musical Radio. Charmingly styled in the manner of the new table models, this children's music box is an exact replica of a real radio. Wound by the dial on front, the Swiss movement plays children's melodies while the dial revolves bringing to sight a circus parade including the top hatted ringmaster, frolicking bear cub, the juggling seal, humorous clowns, a bike riding bear, performing elephants, prancing horses and other well known circus performers. The set measures 8¼ x 5¾ inches, overall. Formed of clown decorated ivory plastic.

Each ..... $4.50 Each, lots of 6 ..... $4.25

FISHING REELS
PFLUEGER SUPREME



Level Winding, Anti-Back-Lash Quadruple Multiplying

Satin finish nickalum and polished diamolite; phosphor bronze bearings; phosphor bronze generated spiral tooth gear; tool steel generated spiral tooth pinion; adjustable back sliding click; balanced crank, pyralin handles, mottled black and pearl

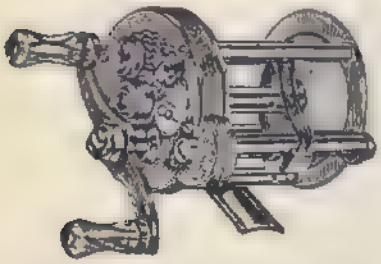
Complete with cork arbor spool filler, Marvel pocket oiler, Speede reel oil, Runfree gear grease, Little Giant screw driver wrench, soft rubber back plate ring and one pair soft rubber handle grips.

Each

No. 1573—Cap. 130 yds. 18 lb. test silk line, diam. of plates 2¼ in., length of pillars 1⅞ in.; wt. each 7½ oz. ....$.. .

One in a leather bag, in a box.

PFLUEGER SUMMIT



Level Winding, Anti-Back-Lash Quadruple Multiplying

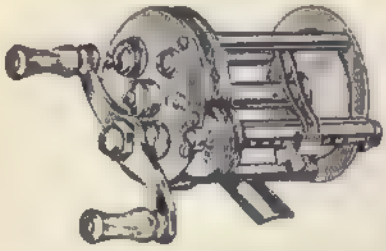
Polished diamolite finish on fancy nickel silver; phosphor bronze bearings; diamalloy pivots; bronze gear; tool steel pinion; adjustable back sliding click; genuine scarlet agate jewels; fancy balanced crank with two pyralin mottled grips

Each

No. 1993L—With aluminum spool, cap. 110 yds 18 lb. test silk line, diam. of plates 2 in., length of pillars 1⅞ in.; wt. each 7½ oz $.

One in a leather bag, in a box.

FISHING REELS
PFLUEGER NOBBY



Level Winding, Anti-Back-Lash Quadruple Multiplying

Satin finish nickalum trimmed in polished diamolite; phosphor bronze bearings rustproof diamalloy spool pivots and gear post spiral cut tool steel pinion adjustable back sliding click genuine scarlet agate jeweled oil cups fancy balanced crank.

Each

No. 1963—Cap. 110 yds. 18 lb. test silk line, diam. of plates 2 in., length of pillars 1⅞ in.; each 5¾ oz. ... . $..

One in a box

PFLUEGER SKILKAST

Level Winding, Anti-Back-Lash, Quadruple Multiplying, With Mechanical Thumber

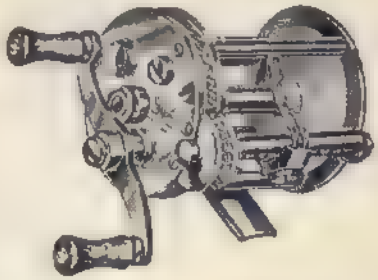
Polished diamolite finish, precision built extra wide phosphor bronze line guide; mechanical thumber does away with all need for thumbing reel after cast is started—adjustable with micro-precision to suit line and lure used. It affords distance casts without any tendency to overrun or back lash—thumber operates only when line is running out; replaceable bearings for double thread shaft; light weight aluminum spool with cork arbor cemented in perfect balance.

Each

No. 1953—Cap. 75 yds. 18 lb. test silk line, diam. of plates 2 in., length of pillars 1⅞ in.; wt. each 11 oz. .....$..

One in a box

FISHING REELS
PFLUEGER AKRON



Level Winding, Anti-Back-Lash Quadruple Multiplying

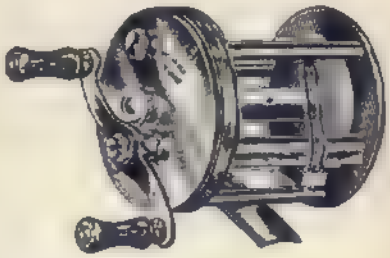
Polished diamolite finish; phosphor bronze bearings; diamalloy spool pivots and gear post; adjustable back sliding click; tension oil cups, each with bearing oil feeder are inset with large genuine agate jewels; fancy balanced handles.

Each

No. 1893L—With aluminum spool, cap. 110 yards. 18 lb. test silk line, diam. of plates 2 in., length of pillars 1⅞ in.; wt. each 10 oz ... . $.....

One in a box

PFLUEGER TRUMP



Level Winding, Anti-Back-Lash Quadruple Multiplying

Polished diamolite finish; jeweled tension oil cups inset with scarlet jewels; hardened steel pivots; adjustable back sliding click; steel pinion; anti-back-lash operated by knurled button located near edge of front cap; line guide loop travels entire width of spool, insures full and even wind of line; fancy balanced crank; mottled brown pyralin handles.

Each

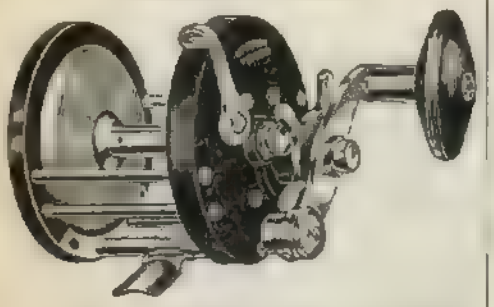
No. 1943—Lightweight, cap. 90 yds. 18 lb. test silk line, diam. plates 2¼ in.; length pillars 1⅞ in., wt. each 7¾ oz. ....$.... .

One in a box.

FISHING REELS

SALT WATER SURF CASTING

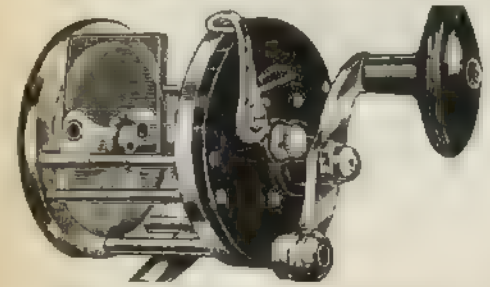
PFLUEGER TEMCO



Double multiplying, free spool reel with star drag. Perma mesh gears. Black bakelite sidewalls with polished chromium metal parts. Open top construction with top free spool lever. Large torpedo shaped bakelite handle knob.

No.	Capacity	Wt. each	Each
2075	100 yds.	16 ozs.	★$9.45

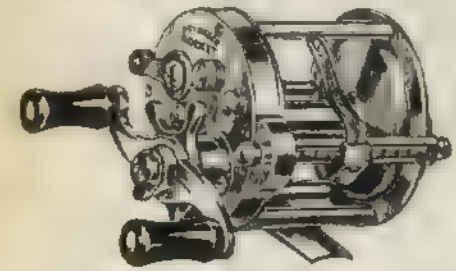
PFLUEGER INTEROCEAN



Triple multiplying, light tackle, salt water type free spool reel of nickel silver with black bakelite metal-bound side plates. Leather thumb brake, sliding click, bronze spool pivot bearings, and adjustable tension oil cups. Bakelite torpedo shaped handle

No.	Capacity	Wt. each	Each
1885/S	190 yds.	12¼ ozs.	★$6.75

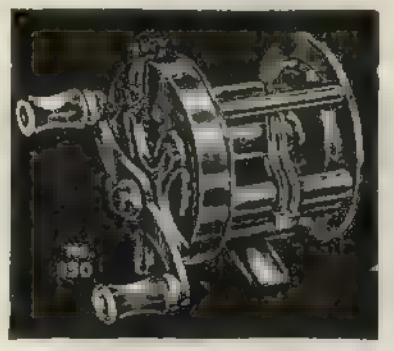
PFLUEGER ROCKET LEVEL WIND



Triple multiplying, level wind and anti-backlash reel with adjustable star drag. Made of polished diamolite metal. Anti-backlash thumbs the spool automatically and may be thrown off altogether if desired. Extra pawl is provided with each reel

No	Capacity	Wt. each	Each
1355	170 yds.	15 ozs	★$13.50

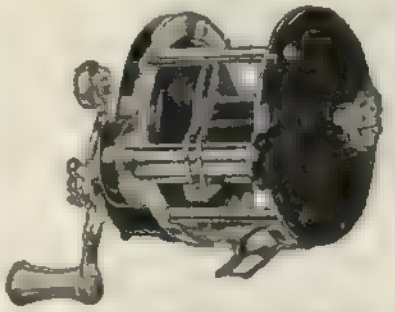
PERFECTORINO



A light tackle reel especially made for steelhead and salmon fishing. Quadruple multiplying. Non-reversing crank. Free spool with star drag. Level wind, anti-backlash with three piece takedown construction. Chrome plated frame. Capacity, 150 yards 18-pound test nylon line.

No.	Capacity	Wt. each	Each
850	150 yds.	13¾ ozs.	★$16.00

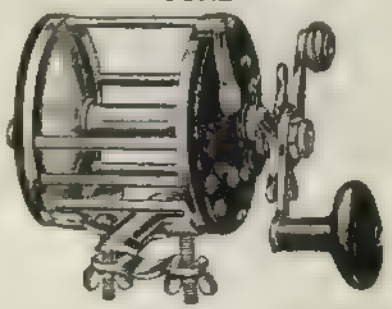
COXE



Level wind casting and trolling reel with star drag and free spool action. Special spool drag on end plate to eliminate backlash in casting.

No.	Capacity	Wt. each	Each
1315L	150 yds.	14 ozs.	★$18.50

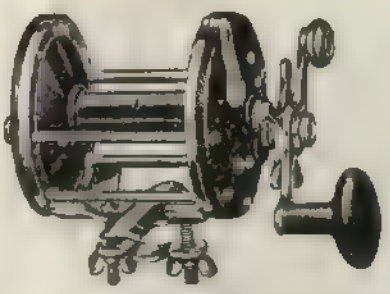
COXE



A big game fish reel with bakelite side plates, reinforced with metal bands Fitted with star drag, and throw-off lever. Metal spool. Perfectly balanced handle with large torpedo type grip Fitted with the Coxe silent ratchet, automesh, drag and reel clamps All metal parts chrome plated.

No.	Capacity	Wt. each	Each
940	400 yds.	30 ozs.	★$12.00
950	500 yds.	31 ozs.	★ 13.00

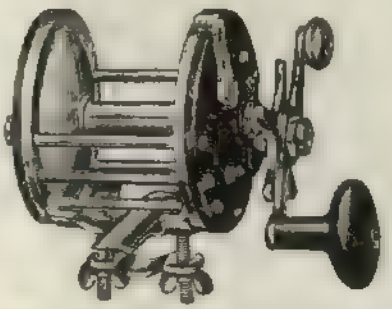
COXE



Black bakelite side plates, reinforced with metal bands. Patented Coxe automesh, and fitted with bakelite spool. Star drag and throw-off lever, and torpedo type handle. Supplied with reel clamps. All metal parts heavily chrome plated.

No.	Capacity	Wt. each	Each
[illegible]	250 yds.	21 ozs.	★$11.00

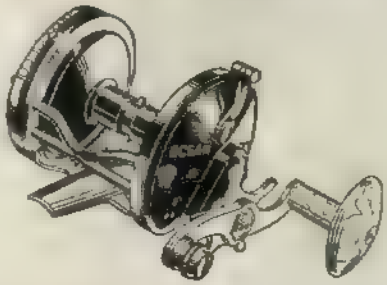
COXE



Black bakelite side plates, reinforced with metal bands. Patented Coxe automesh. Star drag and throw-off lever. Metal spool. Large torpedo type handle. Supplied with reel clamps. Recommended for boat, pier, or barge fishing. All metal parts chrome plated.

No.	Capacity	Wt. each	Each
625	250 yds.	20 ozs.	★$10.00

OCEAN CITY INDUCTOR



A new type reel that will revolutionize surfcasting, squidding and live bait fishing. A magnetic principle built into the left side plate of reel, offers speed control and eliminates 99% of backlashes if used properly. Permits free casts without fear of over-runs. Fitted with star drag. Packed in a chamois bag.

No.	Capacity	Wt. each	Each
250R	200 yds.	18 ozs.	★$25.00

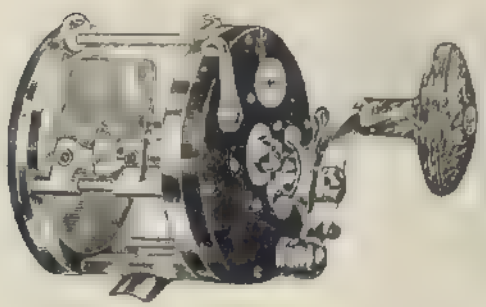
All above, one in a carton

★ Factory Suggested Resale Price

FISHING REELS

SALT WATER SURF CASTING

PFLUEGER TEMPLAR



A strong and powerful reel for ocean fishing, with free spool, gear ratio, 2½ to 1. Internal star wheel drag with gears always in mesh. Drag tension adjustable when fish is in play. Black bakelite sidewalls with nickel silver band. All other metal parts, heavily chrome plated. Fitted with line harness attachment

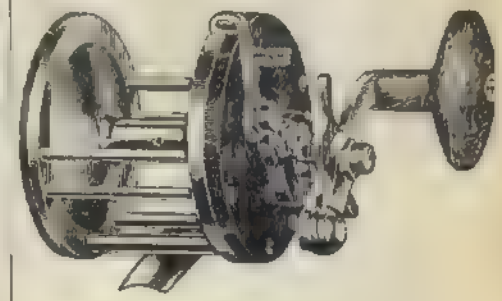
No.	Capacity	Wt each	Each
1419¾	400 yds.	3½ lbs.	★$45.00
1420½	500 yds.	4¾ lbs.	★ 49.50

PFLUEGER CAPITOL

Black bakelite side plated bound with heavily chromium plated metal bands. Nickel silver free spool controlled by throw-off lever on upper edge of reel. Star interval drag operated by wheel next to handle. Take apart construction controlled by locking screw. Removable bushings and patented adjustable tension oil cups. Fancy balanced crank with colored bakelite torpedo handle.

No.	Capacity	Wt each	Each
1985	100 yds.	15 ozs.	★$13.75
1988	250 yds.	22 ozs.	★ 15.40
1989	300 yds.	28 ozs.	★ 16.95

PFLUEGER SEA-VUE

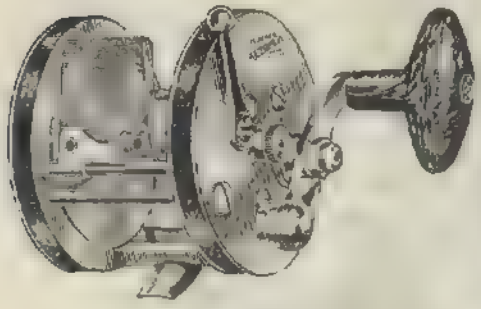


DOUBLE MULTIPLYING

Bakelite side plates with chromium plated metal bands and double bar construction. Satin finish free spool reel with perm-mesh gears and star drag. Adjustable back-sliding click. Fitted with mechanical thumber to control line while running out. Balanced crank with torpedo shaped handle.

No.	Capacity	Wt. each	Each
2048	250 yds.	21 ozs.	★$18.75

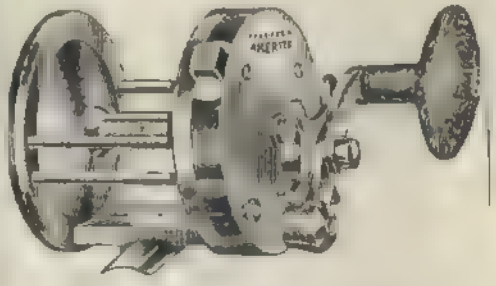
PFLUEGER AUTOPLA



Anti-slack safety spring line control, plays fish automatically. No possibility of a broken line through a sudden rush of the fish. All metal parts are extra heavy chromium plated nickel silver. Double multiplying. Phosphor bronze bushed for bearing with spiral tooth gears. Free spool construction controlled by shifting lever. Leather thumb brake. Balanced crank with colored bakelite torpedo handle.

No.	Capacity	Wt. each	Each
2475	100 yds.	24 ozs.	★$15.00
2479	300 yds.	31 ozs.	★ 18.00

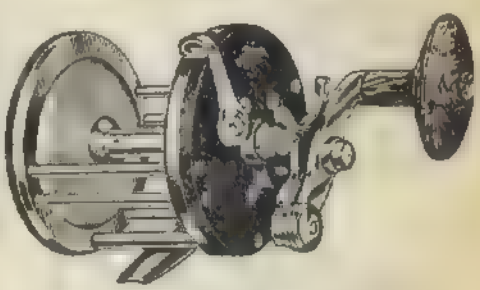
PFLUEGER AKERITE



Black bakelite and nickel silver side plates. A take apart reel with free spool operated by pressing in lever on front edge side plate. Extra heavy chromium plating on all exposed metal parts. Internal star drag, double side bar construction. Fitted with mechanical thumber operating only while line is running out. Balanced handle with torpedo shaped handle.

No.	Capacity	Wt each	Each
2068	250 yds.	25 ozs.	★$16.95

PFLUEGER OHIO



DOUBLE MULTIPLYING

Satin nickel silver free spool with chromium plated metal bands, bound on black bakelite side plates. Internal drag operated by star wheel permits adjusting tension and smooth action, but strong drag. Adjustable tension oil cups with removable bearings. Throw-off lever with balanced crank, single rubberoid handle.

No.	Capacity	Wt. each	Each
1978	350 yds.	20 ozs.	★$11.00

All above, one in a carton
★ Factory Suggested Resale Price

HORSE AND MULE SHOES

PHOENIX STEEL

EXTRA LIGHT

Front

Hind

Finest grade horse shoe stock cleanly trimmed and punched. Correctly creased smooth and uniform. Hoof surface of front shoe, concave; of hind shoe, flat.

No.	Weight each Front	Weight each Hind	Number in keg Front	Number in keg Hind	Advance over base
0	12 ozs.	10 ozs.	133	15[illegible]	$1.10
1	14 ozs.	11¼ ozs.	114	1[illegible]2	.85
2	17½ ozs.	15¼ ozs.	91	105	.60
3	21 ozs.	18 ozs.	76	89	Base
4	24 ozs.	22 ozs.	67	[illegible]	Base
5	29 ozs.	27 ozs.	55	[illegible]	Base
6	34 ozs.	32 ozs.	47	51	Base

LIGHT

No.	Weight each Front	Weight each Hind	Number in keg Front	Number in keg Hind	Advance over base
0	12 ozs.	10 ozs.	133	160	$1.10
1	15¾ ozs.	13 ozs.	103	123	.85
2	19¼ ozs.	16½ ozs.	82	97	.60
3	22 ozs.	20 ozs.	73	80	Base
4	27 ozs.	25¾ ozs.	59	62	Base
5	32½ ozs.	29½ ozs.	50	54	Base
6	39 ozs.	34 ozs.	41	47	Base

SNOW

Front

Hind

Hoof surface both front and hind flat, round bevel prevents balling of snow and mud. Sharp edges prevent slipping. Will not throw mud or gravel.

No.	Weight each Front	Weight each Hind	Number in keg Front	Number in keg Hind	Advance over base
0	10½ ozs.	9 ozs.	152	178	$1.10
1	13½ ozs.	12 ozs.	119	133	.85
2	16½ ozs.	14½ ozs.	97	110	.60
3	21 ozs.	17 ozs.	76	94	Base
4	26½ ozs.	21½ ozs.	60	75	Base
5	30 ozs.	25½ ozs.	53	63	Base
6	35 ozs.	30½ ozs.	46	53	Base

BRONCHO, PRAIRIE OR COWBOY

Plain Heel, Beveled

Ready for use front or hind. Inside bevel prevents balling of snow or pulling off in mud and prevents slipping. Nail holes pritcheled. Hoof surface flat

No.	Wt. each	No. in keg	Advance over base
00	9 ozs.	178	$1.35
0	9½ ozs.	169	1.10
1	11 ozs.	146	.85
2	13 ozs.	123	.60
3	15½ ozs.	103	Base
4	20 ozs.	80	Base

TOED AND HEELED

Ready for use, front or hind. Same description as plain heel with exception of toe and heel lugs

No.	Wt. each	No. in keg	Advance over base
00	10½ ozs.	152	$2.50
0	11½ ozs.	137	1.85
1	14 ozs.	116	1.25
2	17 ozs.	93	.65
3	20 ozs.	80	Base
4	23 ozs.	70	Base

MULE SHOES

No. 0 Light, No. 1 to 5 Heavy. Smooth and uniform, correctly creased holes, cleanly punched. Hoof surface is flat.

No.	Wt. each	No. in keg	Advance over base
0	9 ozs.	178	$1.85
1	13½ ozs.	118	.85
2	17 ozs.	93	.60
3	21 ozs.	76	Base
4	25½ ozs.	63	Base
5	29 ozs.	55	Base

SWEETS TOE CALKS

Medium Blunt Pattern

No	Bar height	Bar Width	Length	Wt. per box	Per box
2	5/16 in.	7/16 in.	1¾ in.	25 lbs.	$8.80
3	⅝ in.	½ in.	2 in.	25 lbs.	8.80

STRUCTURAL RIVETS

ROUND HEAD

Sizes not shown may be ordered for factory shipment if quantity is sufficient to make weight. Prices on application

SHOWING STOCK SIZES, WEIGHTS AND ADVANCE OVER BASE

½-Inch Diameter

Length	Wt. per 100	Advance over base
1 in.	9.49 lbs.	$0.85
1¼ in.	10.87 lbs.	.85
1½ in.	12.24 lbs.	.85
1¾ in.	13.62 lbs.	.85
2 in.	14.99 lbs.	.60
2½ in.	17.74 lbs.	.60

⅝-Inch Diameter

Length	Wt. per 100	Advance over base
1½ in.	20.68 lbs.	$0.55
1¾ in.	22.83 lbs.	.55
2 in.	24.98 lbs.	.30
2½ in.	29.28 lbs.	.30
2¾ in.	31.43 lbs.	.30
3 in.	33.58 lbs.	.30
3¼ in.	35.73 lbs.	.30
3½ in.	37.88 lbs.	.30

¾-Inch Diameter

Length	Wt. per 100	Advance over base
1½ in.	31.99 lbs.	$0.40
1¾ in.	35.08 lbs.	.40
2 in.	38.17 lbs.	.15
2¼ in.	41.26 lbs.	.15
2½ in.	44.35 lbs.	.15
2¾ in.	47.44 lbs.	.15
3 in.	50.53 lbs.	.15
3½ in.	56.71 lbs.	.15
4 in.	62.89 lbs.	.15
4½ in.	69.07 lbs.	.65

⅞-Inch Diameter

Length	Wt. per 100	Advance over base
2¼ in.	59.32 lbs.	$0.15
2½ in.	65.53 lbs.	.15
3 in.	71.96 lbs.	.15
3¾ in.	84.61 lbs.	.15
4½ in.	97.25 lbs.	.65

ANVILS

ARM AND HAMMER

Regular Blacksmiths'

Made from American wrought iron welded at the waist, thus making a solid forging to which is welded a solid plate of crucible cast steel. Horn and heel are in correct proportions. Base has sufficient spread to insure greater stability and absence of rocking and tipping. Edges are of special temper to prevent chipping.

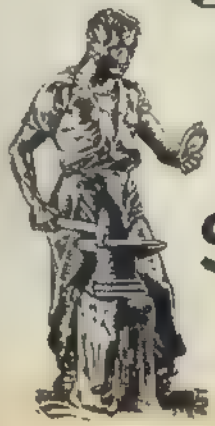
Weight	Approximate Size of Face	Approximate Size of Hardy Hole	Each
75 lbs	5½x12½ in.	⅞ in.	$ 94.00
90 lbs	5½x13½ in.	⅞ in.	94.00
100 lbs	5¾x14 in.	1 in.	94.00
125 lbs	5¾x15 in	1 in.	117.60
150 lbs	4 x16 in	1 1/16 in.	141.10
175 lbs	4½x17 in	1 1/16 in.	164.60
200 lbs	4½x18 in	1⅛ in.	188.20
250 lbs	4¾x19 in	1⅛ in.	235.20
300 lbs	5 x20 in	1⅛ in.	282.20
400 lbs	5½x24 in	1¼ in	376.30

AJAX BLACKSMITH COAL

"AJAX"

This coal is superior for blacksmithing, inasmuch as it contains practically no sulphur or slate and will average one thousand heat units B.T.U. more per pound than the ordinary coal.

Specially hand-picked and screened to uniformly "fine size"



Super Quality

SMITHING COAL

	Per ton
1000 to 2000 lbs.	$78.00
500 to 999 lbs.	80.00
200 to 499 lbs.	82.00
Less than 200 lbs.	86.00

100 lbs in a sack

ELECTRIC OUTBOARD MOTORS

PIONEER

Dependable electric outboard motor, ideal for children and family use and perfect for fishing. Has no complicated machinery, no noise or vibration, no gasoline, grease or smell, requires no cranking.

Motor is 6-12 volt air cooled equipped with life-time grease seal bearings. Three speeds available with 6 volt hook up and three additional speeds on 12 volt series hook-up. Speed control lever is within easy reach of the operator.

Cable drive eliminates power wasting gears and keeps motor out of water. The adjustable mounting bracket permits motor to be swung a full 360 degrees. This permits a full reverse. Tiller lock may be used to lock the position of motor to drive boat over a fixed course.

Without Batteries

Each

Pioneer—For 6 or 12 volt operation, complete with battery cables; net weight each 23 lbs. ... $ ...

One in a carton.

OUTBOARD MOTOR LUBRICANT

DIXON'S NON-LEAK

A non-fluid lubricant for use in the outboards lower unit. Eliminates lubricant drag resulting in higher speed and lower gasoline consumption.

A rugged lubricant, a compound of several non-viscous waterproof lubricants, one being Dixon's graphite, recognized in its own right as the worlds most stable and lasting lubricant.

Per dozen

No. 10—In tubes; wt per dozen 15 lbs. .....$....

Three dozen in a carton.

BOAT OARS

No. 1 Ash, Straight Blade, Plain

Nos.	6	6½	7
Length, ft.	6	6½	7
Wt. pair, lbs.	6	6½	8
Per pair .....$....		....	....

Open stock.

CANOE PADDLES

No. 1 Linwood, Varnished

Round end, wide blade, grip shaped to fit hand. Blade 6½ in. wide.

Length, ft.	3½	4	4½	5
Wt. each, lbs....	3	3½	4	5
Each ..$.		....	..	

Open stock.

SPANKER PADDLES

No. 1 Linwood, Varnished

Round end, wide blade, grip shaped to fit hand

Length, ft.	3
Wt. each, lbs	¾
Each .. .. $	.

Open stock.

OAR LOCKS

PEORIA MALLEABLE

Made of high grade malleable iron with a galvanized finish.

Horn has ½ straight taper and 2⅛ in. top opening. Socket ½ straight taper. 6⅞x1½x1⅛x¾x2¼ in.

Per pair

No. 232-258 2⅛ in. opening; wt per pair 2 lbs. ..... . $.....

Open stock.

Made of high grade malleable iron with a galvanized finish.

Horn has A taper and 1⅞ in. opening. Socket has A taper, 3 7/16x1 1/16x⅛x1 7/16 in.

Per pair

No. 216-246—1⅞ in. opening; wt per pair 1¼ lbs. .....$.....

Open stock

BOAT SEATS

WOODSTOCK

With Swivel Seat

Channel bar back with flexible steel cross pieces; cork covered steel seat with channel bar edge.

Ball bearing swivel base fastens to boat seat at four points with adjustable clamps and hooks. This permits seat to turn completely around enabling the angler to sit at any angle, swing with the cast and have perfect comfort at all times. Folds flat.

Attractively finished in green enamel and cadmium plate.

Each

No. 3—Wt. each 11½ lbs $. ...

One in a carton

With Stationary Seat

Same construction and finish as above, but without the ball bearing swivel base.

Specially designed brackets enable fisherman to book seat instantly on any boat.

Each

No. 2—Wt. each 8½ lbs. .....$.....

One in a carton.

CURRAN'S LOAFER SEAT

Folding

Sturdily built seat and back of heavy ¼ in. thick x 1¾ in. wide wood slat construction in natural varnish finish. Frame is heavy pyroxylin coated fabric in choice of navy blue, rich canary yellow or smart burnt orange colors, with two strong navy blue webbing side straps.

Opens up to a legless chair that automatically fits itself to your back. Concealed spring keeps seat open. When not in use, rolls up into a light, small 6 in. roll.

Each

No. 1—15 in. seat and back; wt. each 2⅜ lbs. .. .. ..$

Note—When ordering specify color wanted.

One in a carton.

LIFE SAVE CUSHIONS

TA-PAT-CO

Combination Type

A combination seat and back life preserver having long loop handles.

Made of high grade artificial leather cover and selected Java Kapok filling. Welted edges. Government approval No. B62

Seat 14x14 in., back 14x18 in.

	Each
No. 49B-R—Red	...$...
No. 49B-G—Green	....

Weight each 4 pounds.

Three in a carton.

Fisherman's Pride

Soft roomy comfortable seat. Has prime Kapok filling and heavy drill covering. Long loop handles securely attached

Government approval No. 160.00 8/11/0 Size 14x18x2 in.

	Each
No. 47B—Dartmouth green; wt. each 2⅝ lbs.	...$...

Six in a carton.

Box Type

Forms a very comfortable seat, also serves as a life preserver. Has prime Kapok filling and heavy drill covering. Long loop handles securely attached.

Government approval No. 160.00 7/14/0. Size 15x15x2 in.

	Each
No. 24—Dartmouth green; wt. each 2⅝ lbs.	...$...

Six in a carton.

LIFE SAVE CUSHIONS

TA-PAT-CO

Box Type

Excellent grade artificial leather covering of soft silky texture. Selected new Java Kapok filling. Long loop handles, white welted edges, 2 in. box gusset. Has attractive design stenciled on cover

Government approval No. 160.00 7/14/0. Size 15x15 in.

	Each
No. 26SB-R—Red	$...
No. 26SB-G—Green	...
No. 26SB-B—Blue	..

Weight each 2 pounds.
Six in a carton.

Box Type

Excellent quality artificial leather cover. Selected new Java Kapok filling, 2 in. box gusset, white welted edges, long loop handles.

Government approval No. 160.0 7/14/0. Size 15x15 in.

	Each
No. 128XX-R—Red	...$...
No. 128XX-G—Green	....
No. 128XX-B—Blue	..

Weight each 2 pounds.
Six in a carton.

NOTE

The Motor Boat Law of April 25, 1940, an Act of Congress, became effective and in full force on April 25, 1941.

It is important that your Life-Save Equipment complies with the Motor Boat Law and that you are fully acquainted with the provisions of this Law so that you can assure your customers that the products they are buying are of an approved type.

Ta-Pat-Co Products bearing Government approval numbers comply in every way with these regulations.

The Law requires that motor boats in Class A, 1 or 2 not carrying passengers for hire provide either an approved buoyant cushion or an approved life preserver for each person on board.

LIFE SAVE VESTS

TA-PAT-CO

Sportster

Made of strong, closely woven, snag resistant olive drag cloth.

Filled with highest quality new Java Kapok, thus guaranteeing maximum buoyancy. Always ready — non-inflated, hence puncture-proof.

No padding around neck and shoulders, adds much to comfort.

Double bend at waist allows vest to turn up when sitting down or bending over. Also prevents vest from pushing up around head.

Reversible—impossible to put on wrong. Special tunnel construction at waist with draw tape enclosed, assures snug fit.

Cut out allows access to pockets and free action of lower part of vest.

Guaranteed to comply with Act of April 25, 1940, for motor boats in Classes A, 1 and 2 not carrying passengers for hire. Government approval No. B69.

	Each
No. 10A Universal size, to fit small, medium and large persons, web strap fasteners and adjustable feature under arms insure comfortable fit; wt. each 2⅞ lbs.	$...

Six in a carton

TA-PAT-CO STAY-A-FLOAT

For Children and Youths

A neat, compact, cloth covered, Kapok filled swimming belt for children and adults, permits the child to play in and about the water with safety.

Compactly filled with specially prepared new Java Kapok, which is five to six times more buoyant than cork. Covered with closely woven high grade cloth. Straps over the shoulders are adjustable and the vest fastens in front with strong webbing ties. It also has special web harness which passes between the legs and buckles in front. Red or orange colors.

Nos.	18-1	18-2	18-3
For age, years	4 to 7	7 to 12	Youths
Wt. up to, lbs.	36	49	79
Wt. each, lbs.	¾	1	1½
Each	...$...	....	....

Twelve in a carton.

RED, WHITE & BLUE JAR DEALS

FUND RAISING Organizational Ticket Deals

Consists of Red, White and Blue Jar-O-Do tickets as listed at right, with special heading printed to your specifications on 5c play or 10c play labels. Can be printed with name of chapter, post lodge or club with insignia, specifying donation to fire building fund, benefit or other purpose. When ordering give full information for label heading including price per play, etc. Sold in minimum units of 72 bars with labels—no less sold.

Per Bag **$1.90**

Add 55c per bag if wanted in bundles of 5 to sell at 25c per bundle.

ORIGINAL JAR O' DO Machine Made

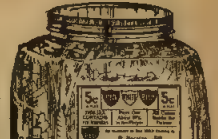
Folded **Counted**

No. 2093—JAR-O-DO
RED, WHITE AND BLUE TICKETS
Contains 2170 tickets

Takes in		Definite Profit
$108.50 at	5c per play	...$36.50
$217.00 at	10c per play	...$73.00

Each	Each, in lots of 12	Each, in lot of 100
$1.95	$1.90	$1.80

Add 55c per bag if wanted in bundles of 5



No. 10P1620—Extra Glass Jars For Ticket Deals Each.....35c

PLAY BASEBALL JAR DEAL

2520 TICKETS 96 SEAL STEP-UP CARD
PAYS $1.00 TO $20.00—HAS NO JACK POT

The Jack Pot card contains 60 seals on baseballs. The lower seals pay $1.00 to $12.00. There are also four seals which refer the player to the baseball seals with only one play on

PAYOUT AND PROFIT

2520 Tickets at 5c Takes in $126.00
Jar Payout $54.00
18 Winners on Jack Pot Card with Average Payout of $30.00
Average Total Payout $84.00
Average Total Profit $42.00

DEAL NO. 2002

Play Baseball Jar Deal including 2520 Tickets, Label, Jar, Card and Card Holder
Per Deal Complete **$4.40**

REFILL NO. 2003

Play Baseball Refill including 2520 Tickets, Label and Card but without Jar and Card Holder.
Per Refill Complete ... **$3.40**

DERBY BIG PAYOFF JACK POT JAR DEAL

2520 TICKETS 54 SEAL JACK POT CARD
PAYS $1.00 TO $20.00 WITH RECOMMENDED $15.00 JACK POT

The Jack Pot Card contains 54 seals ranging from $1.00 to $20.00. There is also a "Jack Pot" seal which refers the player to the Jack Pot award. We recommend a $15.00 Jack Pot.

PAYOUT AND PROFIT

2520 Tickets at 5c Takes in $126.00
Jar Payout $54.00
18 Winners on Jack Pot Card with Average Payout of $20.00
Average Total Payout $63.00
Average Total Profit $63.00

DEAL NO. 2014

Derby Big Pay Off Jar Deal including 2520 Tickets, Label, Jar Card and Card Holder
Per Deal Complete ... **$3.95**

REFILL NO. 2015

Derby Big Pay Off Refill including 2520 Tickets, Label, and Card but without Jar and Card Holder.
Per Refill Complete ... **$2.95**

TOUCHDOWN JAR DEAL

2520 TICKETS-72 SEAL-PAYOUT CARD

PAYS OUT $1.00 to $25.00—HAS NO JACK POT

The Pay-out card has 72 seals. There are 60 Red Seals paying from $1.00 to $10.00 and 12 Blue Seals paying from $2.00 to $25.00. Only 13 seals open including only one Blue seal. There is no Jack Pot with this deal

PAY-OUT AND PROFIT

2520 Tickets at 5c Takes in $126.00
Jar Payout $48.00
18 Winners on Jack Pot Card with Average Pay-out of $34.00
Average Total Pay-out $82.00
Average Total Profit $54.00

DEAL NO. 2006

Play Football Jar Deal including 2520 Tickets, Label, Jar Card and Card Holder.
Per Deal Complete **$4.10**

REFILL NO. 2007

Play Football Refill including 2520 Tickets, Label and Card but without Jar and Card Holder

Per Refill Complete **$3.10**

TAKE-A-TIP JAR DEAL

121 -- WINNERS -- 121

With plenty of Winners to keep these Deals moving at a rapid pace, this is an outstanding value. The Tickets feature the most famous racing horses of the turf and are exceedingly popular everywhere.

PAY-OUT AND PROFIT

2100 Tickets at 5c Takes in . $105.00
121 Winners pay out 25c to $4.00, with $2.50 for the last sale... $71.50
Actual Profit $33.50

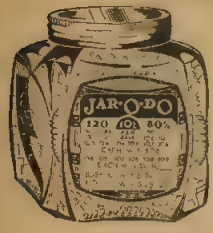
DEAL No. 2036

Take-A-Tip Jar Deal, including 2100 Tickets, Label and Jar.
Per Deal Complete ... **$2.35**

REFILL NO. 2037

Take-A-Tip Refill, including 2100 Tickets and Label, but without Jar
Per Refill Complete **$2.00**

Money Making Jar Deals at New Low Prices



Jar-O-Do

2520 Tickets
10c per sale
Pays 50c to $5.00 winners

Here it is! The newest—the latest—the best—the fastest selling jar deal that leads all others in fast sales quick profits and real player appeal. Loaded with tantalizing winners, each winning combination repeats 10 times. Pleasing those 10 to 100 number winning tickets that have no confusing colors of seals. Retail has 2520 tickets Jar-O-Do at 10c each. Takes in $252.00 and makes a TWENTY PER CENT PROFIT of $102.00

NO. 2029 JAR-O-DO

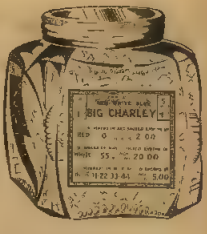
Jar-O-Do—10c deal. Includes 2520 tickets, complete with "10c per sale" label.

Each	Each in lots of 12	Each in lots of 100
$2.25	$2.20	$2.10

Big Charley

ORIGINAL JAR-O-DO
RED, WHITE & BLUE

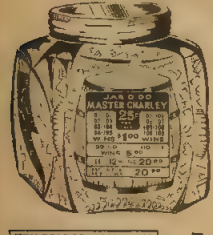
It's a super sizzling hot deal that sells and sells. Sizzles and fries like in sizzle. It features those famous Jar O Do, Red, White and Blue tickets stapled 5 to a bundle. Has plenty of tempting winners that keep the dollars rolling in. Each deal contains 2170 tickets stapled 5 to a bundle—434 bundles in a bag. Takes in $434.00 at $1.00 per bundle. Has a terrific payout of $360.00 and makes an actual profit of $74.00



No. 2099 - BIG CHARLEY

Contains 2170 Tickets
Stapled 5 to a bundle—434 bundles in bag
Sizzles with sales appeal and sells like hot cakes!

Each	Each in lots of 12	Each in lots of 100
$2.50	$2.45	$2.35



Master Charley

Original Jar O' Do 2,520 Tickets

Our latest and best profit sensation that is jam packed with real player appeal. Sets a new pace in fast sales and snappy action. Features a big juicy [illegible] that repeats real [illegible] Jar O' Do Master Charley deal contains 2520 tickets having numerical seal [illegible]. Takes in $252.00 at $1.00 per ticket. Has a terrific payout of $512.00 and makes an actual profit of $318.00.

No. 2043

MASTER CHARLEY

Single Tickets
Sells at 25c per ticket

Each . . .	$2.25
Each in lots of 12 . .	$2.20
Each in lots of 100	$2.10

GLASS JARS

No. 10P1622 — Glass Jars. Extra heavy wide mouthed glass jars with one gallon capacity, ideal size for all types of ticket deals. Colorful enamel lids and flat sides—for pasting ticket deal labels.

Each **35¢**

Ten Dollar Pay Day

109—WINNERS—109

2520 TICKETS—72 SEAL—STEP-UP CARD—PAYS $2.00 TO $10.00

A new jar deal with a step-up card that brings a fast play. This card has twelve seals paying $10.00 each and sixty seals paying $2.00 each.

PAYOUT AND PROFIT

2520 Tickets at 5c takes in $126.00
109 Winners with average payout of 74.00

Average Profit . . . . . $ 52.00

EXPLANATION OF PLAY

Player refers to the Jar Label and this shows what he is entitled to upon a seal or not. A total of 13 seals open up in the layout section of the card. All chance to win the winning seals and the big winners. There are 96 Consolation Winners to keep the play active at all times.

DEAL NO. 2078

Ten Dollar Pay Day Jar Deal, including 2520 Tickets, Label, Jar Card and Card Holder.

Per Deal **$4.10**

REFILL NO. 2079

Ten Dollar Pay Day Refill, including 2520 Tickets Label and Card but without Jar and Jar Holder.

Per Refill **$3.10**

Spinning Reels

2520 TICKETS—96 SEAL—STEP-UP CARD—PAYS $1.00 TO $20.00 WITH RECOMMENDED $5.00-$10.00-$15.00 JACK POT

The Pay-Out Card has 96 seals, and 35 seals open up. This Deal uses slot machine style Tickets and has plenty of Winners.

PAYOUT AND PROFIT

2520 Tickets at 5c Takes in . $126.00
121 Winners, with average pay out of 84.25

Average Profit . . . . . $ 41.75

DEAL NO. 2050

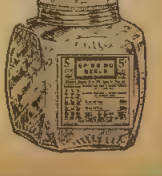
Spinning Reels Jar Deal, including 2520 Tickets Label, Jar, Card and Card Holder.

Per Deal Complete . **$4.25**

REFILL NO. 2051

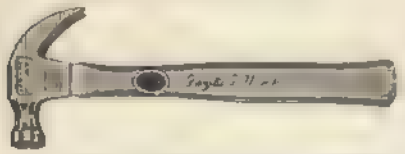
Spinning Reels Refill, including 2520 Tickets, Label and Card, but without Jar and Card Holder.

Per Refill Complete **$3.25**



NAIL HAMMERS

PLUMB "AUTOGRAPH"



Adze Eye, Octagon Face, Octagon Neck, with Full Octagon Handle

Special analysis drop forged steel, full polished. Shaved swelled end, selected hickory handle with patent take-up wedge.

Nos.	OAN-12	OAN-11½	OAN-11
Size	12	11½	11
Wt. head, oz.	13	16	20
Wt. doz., lbs.	17	19	22
Per dozen	$.....	.....	.....

One-half dozen in a box.

PLUMB

Adze Eye, Bell Face, Curved Claw

Forged solid steel, rustless black finish Red hickory handle with patent take-up wedge.

Nos.	83	82	81 ✓	80
Size	13	12	11½	11
Wt. head, oz.	7	13	16	20
Wt. doz., lbs.	8	15½	17½	20
Per dozen	$.....	.....	.....	.....

One-half dozen in a box.

PLUMB RIPPING

Adze Eye, Bell Face, Straight Claw

Forged solid steel, rustless black finish. Red hickory handle with patent take-up wedge.

Nos.	86	85
Size	11½	11
Wt. head, oz.	16	20
Wt. doz., lbs.	17½	20
Per dozen	$.....	. . .

One half dozen in a box.

PLUMB "LEADER"

Adze Eye, Bell Face, Curved Claw

Forged steel, ground black finish, red hickory handle.

Nos.	L83	L82	L81	L80
Size	13	12	11½	11
Wt. head, oz.	7	13	16	20
Wt. doz., lbs.	8	15½	17½	20
Per dozen	$.....	.....	.....	.....

One-half dozen in a box.

NAIL HAMMERS

SERVALL

Adze Eye, Bell Poll

Forged steel; black wrinkle head, white lacquered hickory handle

Per dozen

No. SN-11½—Size 11½; wt. of head 16 oz.; 13 in. handle; wt. per dozen 17½ lbs. .... $

MACHINISTS' HAMMERS

PLUMB

Ball Pein

Forged solid steel, rustless black finish. Red hickory handle with patent take-up wedge.

Nos.	369	371	372
Size	5/0	3/0	2/0
Wt. head, oz.	4	8	12
Wt. doz., lbs.	6	9½	13½
Per dozen	$.....	.....	.....

Nos.	373	374	375
Size	0	1	2
Wt. head, oz.	16	20	24
Wt. doz., lbs.	18	22½	25
Per dozen	$.....	.....	.....

Nos.	376	377	379
Size	3	4	6
Wt. head, oz.	28	32	40
Wt. doz., lbs.	30	34	39
Per dozen	$.....	.....	....

Cross Pein

Forged solid steel, rustless black finish. Red hickory handle with patent take-up wedge

Per dozen

No. 415—Size 2, wt. head 24 oz. wt. per dozen 25 lbs. .....$.

PLUMB "SERVALL"

Ball Pein

Forged steel; black finish. Stained handle.

Nos.	SM2-0	SM0	SM1
Size	2/0	0	1
Wt. head, oz.	12	16	20
Wt. doz., lbs.	13½	18	22½
Per dozen	$.....	.....	.....

Nos.	SM2	SM4
Size	2	4
Wt. head, oz.	24	32
Wt. doz., lbs.	25	34
Per dozen	$.....	.....

All above, one-half dozen in a box.

MACHINISTS' HAMMERS

DEFIANCE

Ball Pein

Forged high grade steel, correctly heat treated; black head, polished face and pein. Hickory handle.

Nos.	0309	0310	0311
Wt. head, oz.	12	16	20
Wt. doz., lbs.	13	16½	20½
Per dozen	$.....	.....	.....

Nos.	0312	0314
Wt. head, oz	24	32
Wt. doz., lbs	23½	30
Per dozen	$. ..	.....

One-half dozen in a box.

STANLEY

Cross Pein

Forged special steel, super-heat treated, polished. "Everlite" processed hickory handle.

Per dozen

No. V352—Size 2, wt. head 24 oz., wt. per dozen 23½ lbs. .....$....

One-half dozen in a box.

HAND HAMMERS

PLUMB

For Blacksmiths and Engineers

Forged solid steel, rustless black finish. Red hickory handle with patent take-up wedge.

Nos.	281	282	283
Size	1	2	3
Wt. head, lbs.	2	2½	3
Wt. doz., lbs.	31½	37	41
Per dozen	$.....	.....	.....

One-half dozen in a box.

STANLEY

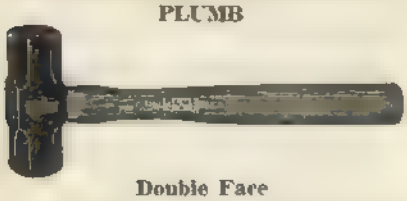
For Blacksmiths and Engineers

Forged special steel super-heat treated, polished. "Everlite" processed hickory handle.

Nos.	V401	V402	V403
Size	1	2	3
Wt. head, lbs.	2	2½	3
Wt. doz., lbs.	31½	37½	44½
Per dozen	$.....	.....	.....

One-third dozen in a box.

ENGINEERS' HAMMERS
PLUMB



Double Face

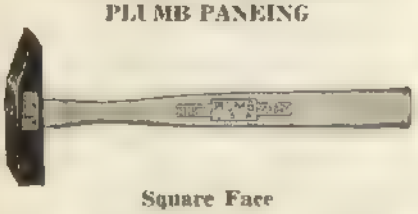
Forged solid steel, rustless black finish. Red hickory handle with patent take-up wedge.

Per dozen

No. 272—Size 2, wt. of head 2 lbs., wt. per dozen 36 lbs ..... $....

One-half dozen in a box

TINNERS' HAMMERS
PLUMB PANEING



Square Face

Forged steel, smooth black head; red hickory handle with take-up wedge

Per dozen

No. 231—Size 2; wt. of head 12 oz., wt. per dozen 14½ lbs. ...$

One-half dozen in a box.

STANLEY

Setting or Paneing

Drop forged special analysis steel, super-heat-treated, plain eye, polished; "Evertite" processed hickory handle.

Per dozen

No. V452—Size 3, wt. of head 12 oz., wt per dozen 14 lbs ..... $.....

One-half dozen in a box.

FARRIERS' HAMMERS
PLUMB

Adze Eye

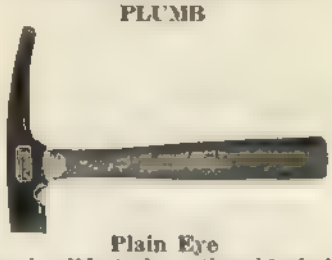
Forged solid steel, rustless black finish. Red hickory handle with patent take-up wedge.

Per dozen

No. 172—Wt. of head 10 oz., wt per dozen 13 lbs. .....$.....

One-half dozen in a box.

BRICK HAMMERS
PLUMB



Plain Eye

Forged solid steel, rustless black finish. Red hickory handle with patent take-up wedge.

Per dozen

No. 2580—Size 1; wt. of head 1½ lbs., wt. per dozen 23 lbs. .....$.....

One-half dozen in a box.

TACK HAMMERS
MARION

Horseshoe Pattern, Magnetic

Polished head, waxed finish hardwood handle

Weight of head 5 oz.

Per dozen

No. 295—Drop forged tool steel head, wt. per dozen 7½ lbs. . $....

No. 195—Hy-Tensile alloy head, wt. per dozen 7½ lbs .....

No. 095—Special alloy head, wt. per dozen 6¾ lbs. .....

Nos. 295 and 195 one-half dozen, No. 095 one dozen in a box.

UPHOLSTERERS' HAMMERS
MAGNETIC

Magnetized head, forged from high grade steel, super-heat-treated, hickory handle with claw.

Per dozen

No. 6020—7 oz. head, length head 5½ in., length over all 10¾ in., wt. per dozen 8 lbs. .....$ ...

One-half dozen in a box

MALLETS
TINNERS

Selected hickory head and handle, mortised

Per dozen

No. 4—5½x2½ in head, length of handle 10½ in., weight per dozen 9 lbs. ..... $ . .

One dozen in a box.

BLACKSMITHS' SLEDGES
IRON CITY

No. 322—Cross Pein

Solid steel, black finish, polished face.

Wt. each, lbs.	6	8
Length, in.	6	6⅞
Each	$...	.
Wt. each, lbs.	10	12
Length, in.	7	7½
Each	$	. . .

No. 325—Double Face

Solid steel, black finish, polished face.

Wt. each, lbs.	6	8
Length, in.	6	6⅞
Each	$	.
Wt. each, lbs.	10	12
Length, in.	7	7½
Each	$	..

STANLEY-ATHA

No. 830—Cross Pein

Forged high grade steel, carefully hardened and tempered, black finish; polished face.

Weight each, lbs. ...	6	8
Length, in.	6½	7
Diam. face, in.	2	2⅜
Pein, in.	2	2⅜
Each	$.	...
Weight each, lbs.	10	12
Length, in.	7½	8¼
Diam. face, in.	2½	2⅝
Pein, in.	2½	2⅝
Each .....$.....		.....

No. 850—Double Face

Forged high grade steel, carefully hardened and tempered; black finish; polished faces.

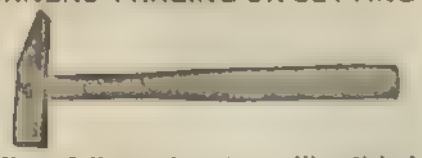
Weight each, lbs. ...	6	8
Length, in.	6⅛	6⅝
Diam. face, in.	2⅛	2¼
Each .....$.....		.....
Weight each, lbs. ...	10	12
Length, in.	7⅛	7¾
Diam. face, in.	2⅜	2½
Each .....$		. . .

All above, open stock.

HAMMERS

STANLEY

TINNERS' PANEING OR SETTING



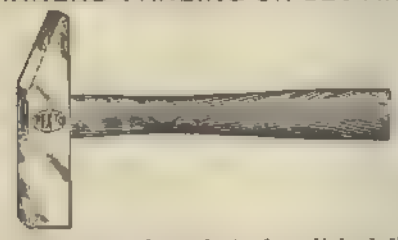
Forged "super-heat-treated" polished head securely fastened to selected "Evertite" processed hickory handle.

No.	Wt. head	Wt. per doz.	Per doz.
452	12 oz.	9 lbs.	$29.20

One-half dozen in a box

PEXTO

TINNERS' PANEING OR SETTING

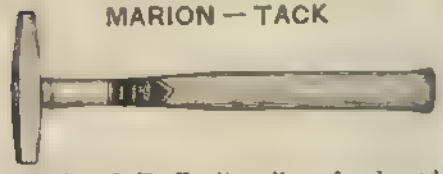


High grade forged steel, polished finish. Hickory handle. ⅞-inch face.

No	Wt. head	Wt. per doz.	Per doz.
3	14 oz.	10½ lbs.	$33.60

One-half dozen in a box

MARION — TACK



Made of Hy-Tenite alloy, hardwood handle. Magnetic head.

No.	Wt. head	Wt. per doz.	Per doz.
195	5 oz.	6½ lbs.	$9.60

One dozen in a box

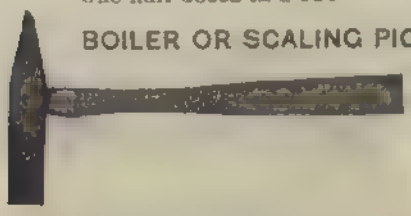
STANLEY UPHOLSTERERS'

"Super-heat-treated" magnetic head. Polished "Evertite" hickory handle, 12 inches long.

No.	Wt. head	Wt. per doz.	Per doz
602	7 oz.	8 lbs.	$33.60

One-half dozen in a box

BOILER OR SCALING PICK

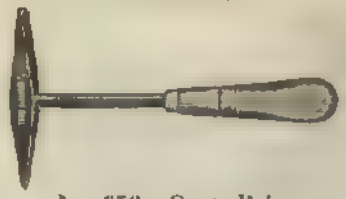


High grade forged steel. Good grade hickory handles. One end straight, other cross pein. Black finish.

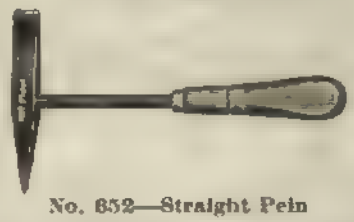
No.	Wt. head	Wt. per doz.	Per doz
2	1 lb.	21 lbs.	$20.00

Loose

CHIPPING



No. 650—Cross Pein



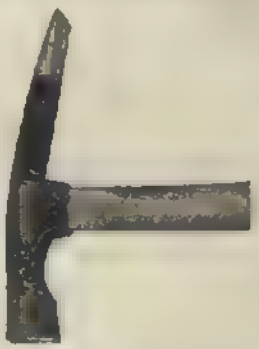
No. 652—Straight Pein

Welders Chipping Hammers. Forged steel heat treated head, 5⅝-inch length overall. Straight or Cross Pein ¾-inch wide, pick point on reverse end. 5-inch handle with Flat Side Wood Grip. Pressed on metal ferrule. Overall length including handle, 9¾ inches.

No.	Wt. each	Per doz
650	¾ lb.	$19.20
652	¾ lb.	19.20

One dozen in a box

STANLEY—BRICKLAYERS'

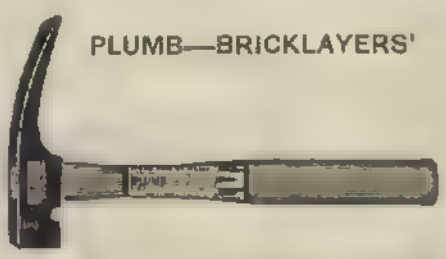


Adze eye. Forged "super-heat-treated" head securely fastened to selected "Evertite" processed hickory handle. Smooth black finish, red tip and polished face.

No.	Wt. head	Wt. per doz.	Per doz
431½-A	24 oz.	24 lbs.	$35.70

One-third dozen in a box

PLUMB—BRICKLAYERS'



Forged from one-piece special analysis steel, heat treated and double tempered, black rust-proof finish. Second growth hickory handles, stained red. Plumb's take-up wedge keeps handles tight.

No.	Wt head	Wt. per doz.	Per doz.
HF-2380	1½ lb.	24 lbs.	$37.20

One-half dozen in a box

PROSPECTOR PICKS

PLUMB

Forged from one-piece special analysis steel, heat treated and double tempered, black rust-proof finish. Second growth hickory handles, stained red. Plumb's take-up wedge keeps handles tight.

No	Wt. head	Wt. per doz.	Per doz.
HF-470	1 lb.	18 lbs.	$45.00

One-half dozen in a box

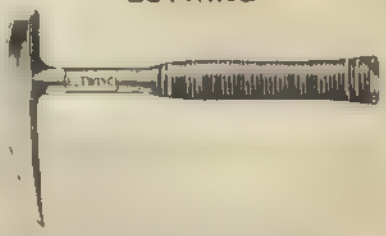
STANLEY

Smooth black finish. Polished face. Forged "super-heat-treated" head securely fastened to "Evertite" processed selected hickory handle.

No.	Wt. head	Wt. per doz.	Per doz.
251	16 oz.	16½ lbs.	$38.40
252	24 oz.	23 lbs.	42.00

One-third dozen in a box

ESTWING



Made of one piece. Head, handle of fine tool steel, electric forged and hardened. Handle has smooth non-slip leather grip. Perfect balance.

No.	Wt. head	Wt. per doz.	Per doz.
E-30	22 oz.	25 lbs.	$42.00

One-third dozen in a box

HAMMERS AND MALLETS

RAWHIDE FACE HAMMERS GARLAND

Rawhide face. Can be used on steel, iron, brass or soft aluminum alloys without chipping or scratching

No.	Size head	Wt. each	Per doz
1	1¼ x3 in.	1 lb.	$30.00
2	1½ x4¼ in.	1½ lbs.	37.20
3	1¾ x4⅞ in.	2½ lbs.	44.80
4	2 x5¼ in.	4 lbs.	64.00

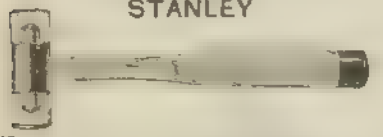
Loose

EXTRA RAWHIDE FACES

For Garland Hammers. Made in proper sizes and do not need grinding to fit hammer handle.

No.	Diam.	Per doz. pair
1-F	1¼ in.	$13.20
2-F	1½ in.	14.40
3-F	1¾ in.	19.20
4-F	2 in.	24.00

SOFT FACE HAMMERS STANLEY



For working on finely finished surfaces and for assembling delicate machine parts. The tips, which are renewable, are made of a celluloid composition, which is resilient and very tough. Hickory handle is securely wedged in the steel center body.

No.	Size head, Dia.	Wt. head	Wt. per doz	Per doz
592	2 x ⅝	1 oz	3 lbs	$18.00
593	2¾ x ⅞	¾ lb	3½ lbs	24.00
594	2¾ x1¼	½ lb	6 lbs	31.20
595	1¾ x1⅞	1 lb.	16 lbs.	33.60
5950	5¼ x1⅝	2 lb.	24 lbs.	90.00

Nos. 592 to 595, one-half dozen in a carton

No. 5950, one-sixth dozen in a carton

Extra Tips for Stanley Hammers

No.	Diam.	Per doz.
592-A	⅝ in.	$ 4.00
593-A	⅞ in.	4.95
594-A	1¼ in.	6.60
595-A	1⅜ in.	7.65
5950-A	1⅝ in.	13.20

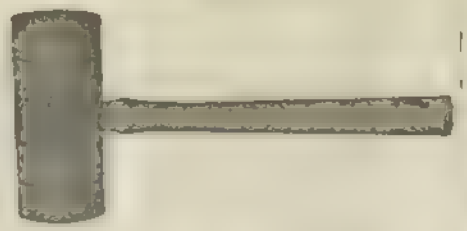
RAWHIDE MALLETS GARLAND

Head entirely of tough long-wearing rawhide. Used by foundries, appliance manufacturers, etc.

No.	Size head	Wt. each	Per doz
1-M	1¾ x2½ in	4 oz	$16.80
2-M	1½ x3 in	6 oz	22.80
3-M	1¾ x3⅜ in.	8 oz	28.00
4-M	2 x3½ in.	11 oz	33.60
5-M	2⅜ x4½ in.	22 oz	68.00

Loose

TINNERS' MALLETS



Selected, thoroughly seasoned second growth hickory. Handles are of proper size to insure perfect balance. Heads and handles are sanded smooth and finished with heavy shellac

No.	Size head	Wt. each	Per doz
62	2 x6 in	1 lb	$15.20
62¼	2¼ x6 in	1½ lbs	16.40
62½	2½ x6 in	1⅞ lbs.	17.60
62¾	2¾ x6 in	2 lbs	19.20
63	3 x6 in	2½ lbs	21.60

MILLER COMPOSITION GOODRICH

The head is made of multiple layers of hard fabric completely imbedded in tread rubber Wears like a tire, but does not bounce or rebound. Black in color Used in working sheet metal and in milk plants for starting pipe joints when pipe is dismantled for regular cleaning. The lighter mallets are used by jewelers, cabinet-makers, radio builders, and similar tradesmen.

No.	Size	Wt. head	Handle	Per doz.
8	2 x3½ in.	8 oz.	11 in.	$18.00
16	2¾ x4½ in.	16 oz.	12 in.	32.00
24	2⅞ x5⅛ in.	24 oz.	14 in.	39.20
41	3½ x5½ in.	40 oz.	13 in.	64.00

RUBBER

Hard composition rubber construction Won't crack, dry or chip. Especially useful to millwrights and sheet metal workers. Outlasts rawhide, lead or copper mallets.

No.	Size	Handle	Wt. each	Each
2	2 x3½ in.	12 in.	1¼ lbs.	$1.40
3	2⅝ x4 in.	14 in.	2 lbs.	2.20

All the above, loose

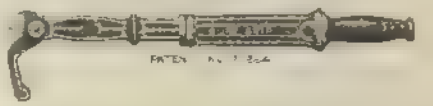
NAIL PULLERS

CYCLOPS

Improved design. Oblique delivery of ram blows. No spring to break. Unobstructed view of nail Will not turn in hand.

No.	Length	Wt. per doz.	Per doz.
5	18 in	54 lbs.	$56.00

SURE-GRIP



Shank and hand guard forged in one piece. Rocker arm provides great leverage and pulls nails straight. Handle finished in jet black enamel.

No.	Length	Wt. per doz.	Per doz.
56	18 in	54 lbs.	$48.00

REX

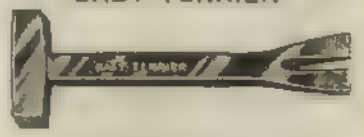
Jaws forged, hardened, and tempered. Handle finished in jet black enamel. New type hand guard protects user's hand from pinching. Black oil finish

No.	Length	Wt. per doz.	Per doz.
64	18 in.	57 lbs.	$42.00

All above, loose

CRATE OPENERS

BABY TERRIER



Pocket tool. Forged from one piece of steel, hardened and tempered.

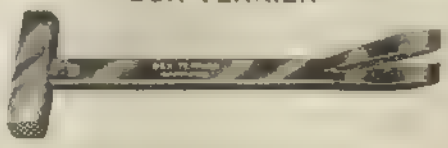
Natural Polished Claws

No.	Length	Wt. per doz.	Per doz.
76	6½ in.	6 lbs.	$11.50

Nickel Plated Finish

No.	Length	Wt. per doz.	Per doz
78	6½ in.	6 lbs.	$18.70

BOX TERRIER



Natural polished claws. Forged from one piece of high carbon steel, carefully hardened and tempered

No.	Length	Wt. per doz.	Per doz
70	9¼ in.	11½ lbs.	$12.70

All above, one-half dozen in a box

SINGLE BIT AXES

UNHANDLED AND HANDLED

TRUE TEMPER

KELLY HAND MADE

MICHIGAN PATTERN

Full ground, straw color finish Forged from highest grade selected axe steel. Handled axes are factory fitted assuring perfect hand and balance.

Wt. head, lbs.	3	3½	4
Width cut, in.	4⅝	4¾	5
Advance over base	Base	Base	$2.40

No.	Handle	Base per doz.
30	Unhandled	$45.60
30-F	36 in. Fire hardened	60.20
30-H	36 in. Perfect	60.20

PLUMB DREADNAUGHT

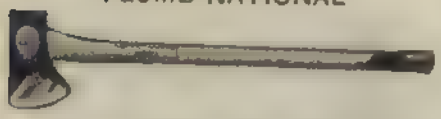
MICHIGAN PATTERN

Made of one piece, high grade, special analysis steel. Heat treated and double tempered. Rustless black finish. The blade for the depth of 2 inches is hardened and toughened to hold a sharp, fast cutting edge. With 36-inch red hickory handle.

Wt. head, lbs.	3½	3¾
Width cut, in.	4¾	5
Advance over base	Base	$2.40

No.	Base per doz
120-B	$62.40

PLUMB NATIONAL



A new practical design that combines the best features of all single bit patterns. Black head with polished fan shaped bit. Handled with 36-inch straight red finish hickory handle.

Wt. head, lbs.	3½	4
Advance over base	Base	$2.40

No	Base per doz.
Plumb National	$66.00

CONSTRUCTION OR MINERS' AXE

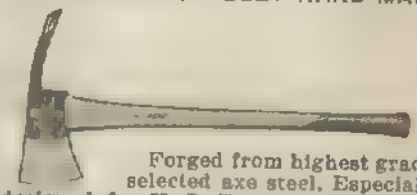
Made from one piece, high grade, special analysis steel, heat treated and double tempered. Rustless black finish Special tapered head to withstand constant pounding. Eye toughened by armor plate heat treatment, cannot spread or buckle when head is used for driving. For heavy construction work and road building.

Wt. head, lbs.	5
Width cut, in.	5⅛
Lgth. head, in.	8¾

No.	Handle	Per doz
5-H	36 in. Comstock	$78.20

MATTOCK AXE OR PULASKI

TRUE TEMPER KELLY HAND MADE



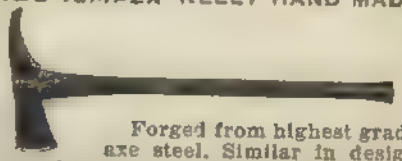
Forged from highest grade, selected axe steel. Especially designed for U. S. Forestry Service for chopping and grubbing. A most useful and practical tool for clearing or clean-up work.

Wt. head, lbs.	3¾
Width of cut, in.	4½
Length of axe, in.	7¼
Length of mattock blade, in.	5¼
Width of mattock blade, in	3½
Width across eye, in.	3
Advance over base, per doz	Base

No	Handle	Per doz
1-M	36 in. Fire Hardened	$75.60

UNDERCUT-FALLING

TRUE TEMPER KELLY HAND MADE



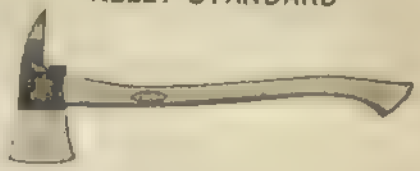
Forged from highest grade axe steel. Similar in design to number 1-M but used in timber country for undercutting purposes in the falling of trees. Handled with 36-inch fire hardened handle.

No.	Wt. head, lbs.	Width cut, ins.	Lgth. head, ins.	Per doz.
Undercutter	4½	3¾	13¾	$85.20

PICK HEAD FIREMEN'S AXES

TRUE TEMPER

KELLY STANDARD



Forged from highest grade selected steel, polished bit and pick, and head painted red. Pick head hardened to withstand tough service. Handled with 36-inch red hickory handle.

Wt. head, lbs.	6
Width of cut, in.	5¼
Length of axe, in.	8⅛
Length of pick, in.	4¼
Width across eye, in.	3¾
Advance over base, per doz.	$6.00

No	Base per doz
29	$87.20

One-half dozen in a case

BOYS' AXES

TRUE TEMPER

KELLY HAND MADE

Forged from highest grade, selected axe steel normalized and tempered, straw color finish. A light weight axe with shorter handle suitable for boy's use. Handled with 28-inch No. 1 hickory handle.

Wt. head, lbs.	2¾
Width of cut, in.	3⅞

No.	Wt. per doz.	Per doz.
28	40 lbs.	$54.20

One-half dozen in a case

PLUMB DREADNAUGHT

Made from one piece, high grade, special analysis steel, rustless black finish. Heat treated and double tempered. Factory fitted handle with Plumb's take-up wedge. A light axe suitable for boy's use. Handled with 28-inch red hickory handle

Wt. head, lbs.	2¼
Width of cut, in.	3 11/16

No.	Wt. per doz.	Per doz.
HF-662	28 lbs.	$54.20

One-half dozen in a case

SHIPPING WEIGHT PER DOZEN AXES

Wt. head, lbs.	3	3½	4	4½	5	6
Unhandled, lbs.	42	48	54	60	66	78
Handled, lbs.	62	68	74	80	86	98

Unhandled Axes packed one dozen; Handled Axes packed one-half dozen in a case.

HOUSE AXES

True Temper

KELLY HAND MADE

Full ground. Straw color finish. Forged from highest grade, selected axe steel, normalized and tempered. Light weight and handled with 19-inch No. 1 hickory handle.

No.	Wt. head	Width cut	Wt. per doz.	Per doz.
K-2½	2¼ lbs.	3¾ in.	40 lbs.	$52.00

One-half dozen in a box

PLUMB DREADNAUGHT

Rustless black finish. Made of one-piece high grade steel. 19-inch second growth red-stained hickory handle, factory fitted with Plumb take-up wedge.

No.	Wt. head	Width cut	Wt. per doz.	Per doz.
HF-665	2½ lbs.	4 in.	43 lbs.	$52.00

One-half dozen in a box

PLUMBAX

Forged from highest grade steel, scientifically tempered and shaped for shearing as well as chopping. The head is broadened for driving and pounding. 16-inch second growth hickory handle.

No.	Wt. head	Width cut	Wt. per doz	Per doz
666	1¾ lbs.	3½ in.	30 lbs.	$44.60

One-half dozen in a box

CRAFCOITE

Made of Crafcoite—a special alloy metal, black finish. 16-inch brown lacquered handles, red tip.

No.	Wt. head	Width cut	Wt per doz	Per doz.
1676	2 lbs.	4 in.	34 lbs.	$22.80

One-half dozen in a box

HUNTERS' AXES

True Temper

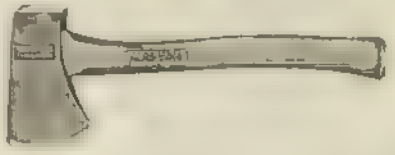
KELLY HAND MADE TOMMY AXE

Full ground. Straw color finish. A powerful chopping or driving tool. Forged milled claws for ripping and nail pulling. Head satin smooth. Selected all-white hickory handle.

No.	Wt. head	Width cut	Wt. per doz.	Per doz
150-TA	1¾ lbs.	3½ in.	35 lbs.	$48.00

One-sixth dozen in a box

TOMAHAWK AXE



Powerful, perfectly balanced belt axe. Thin, keen, deep blade fitted with professional design, high grade hickory handle.

No.	Wt. head	Width cut	Wt. per doz.	Per doz
VII	2½ lbs.	3¼ in.	40 lbs.	$44.60

One-sixth dozen in a box

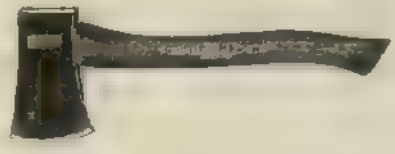
FLINT EDGE

Forged from highest grade, selected axe steel normalized and tempered. With 14-inch hickory handle.

No.	Wt. head	Width cut	Wt. per doz.	Per doz.
50	1¼ lbs.	3 1/16 in.	22 lbs.	$42.00

One-half dozen in a box

PLUMB



Rustless black finish. One-piece, high grade steel. Handle is second growth red stained hickory, factory fitted with Plumb take-up wedge.

No.	Wt. head	Width cut	Wt. per doz.	Per doz
HF-672	1¼ lbs.	3 1/16 in.	21 lbs.	$37.50
HF-674	1¾ lbs.	3¾ in.	28 lbs.	43.00

One-half dozen in a box

SCOUT AXES

BRIDGEPORT

Ebony black finish. Made from special axe steel, head and handle are one piece with inlaid hickory grip. Head cannot come off, and handle cannot loosen or break. Complete with leather sheath.

No.	Wt. head	Width cut	Wt. per doz.	Per doz
424	1¾ lbs.	3 1/16 in.	20 lbs.	$58.80

One-half dozen in a box

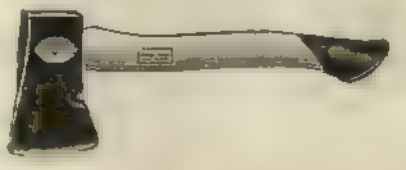
PLUMB

One-piece high grade steel, rustless black finish. 14-inch second growth stained hickory handle with red tip, factory fitted with Plumb's take-up wedge. Complete with plastic sheath.

No.	Wt. head	Width cut	Wt. per doz.	Per doz.
682	1¾ lbs.	3 1/16 in.	23 lbs.	$50.80

One-half dozen in a box

SPECIAL SCOUT



Made from cast steel, black crackle finish with polished edge. Notched and labeled. 13½-inch stained hickory handle with red tip.

No.	Wt. head	Width cut	Wt. per doz.	Per doz.
99-X	1¾ lbs.	3⅛ in.	20 lbs.	$14.40

One-half dozen in a box

NAIL HAMMERS

TRUE TEMPER—DYNAMIC CLAW

Forged from best analysis hammer steel, hardening and tempering heats automatically controlled. Tough, hard striking face will not chip or dent. Head finished satin smooth, rustless black. Bell and face highly polished. Fitted with white hickory, specially shaped handle.

No.	Wt. head	Wt. per doz.	Per doz.
D13	13 oz.	12 lbs.	$38.40
D16	16 oz.	18 lbs.	38.40

One-third dozen in a carton

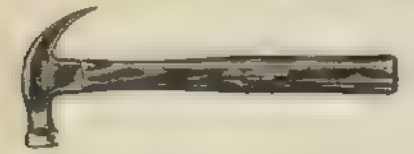
TRUE TEMPER—DYNAMIC RIPPER

Same as No. D13, but with Ripper claw.

No.	Wt. head	Wt. per doz.	Per doz
D18-R	18 oz.	20 lbs.	$38.40

One-third dozen in a carton

FLINT EDGE—DYNAMIC CLAW



Same as No. D13, but with smooth ground head, coated with rust-resisting black. Fitted with selected hickory, professional design, fire hardened handle.

No.	Wt head	Wt. per doz.	Per doz.
D113	13 oz.	12 lbs.	$32.40
D116	16 oz.	18 lbs.	32.40

One-third dozen in a carton

FLINT EDGE—DYNAMIC RIPPER

Same as No. D13, but with Ripper claw.

No.	Wt. head	Wt. per doz.	Per doz
D118-R	18 oz.	20 lbs.	$32.40

One-third dozen in a carton

TRUE TEMPER—PERFECT CLAW

Head, bell and face highly polished. Neck smooth black. Fitted with best quality, white hickory handle.

No.	Wt. head	Wt. per doz.	Per doz
20	20 oz.	24 lbs.	$42.00

One-third dozen in a box

BRIAR EDGE—CLAW

Head ground, natural forge finish, coated with black rust-resisting lacquer. Bell and face smooth polished. Fitted with sound hickory, white lacquered handle.

No.	Wt. head	Wt. per doz.	Per doz
207	7 oz.	9 lbs.	$24.00

One-half dozen in a box

PLUMB—CLAW

Head made of special analysis steel, heat treated, tempered and polished; round face and octagon neck. Extra fancy coast pattern. Flat-sided oval handle made from second growth hickory.

No.	Wt. head	Wt. per doz.	Per doz
CN-11½	16 oz.	18 lbs.	$46.20

One-half dozen in a box

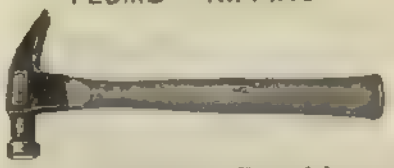
PLUMB—RIPPING

Head made of special analysis steel, heat treated, tempered and polished; round face and octagon neck. Extra fancy coast pattern. Flat-sided oval handle made from second growth hickory.

No.	Wt. head	Wt. per doz.	Per doz
CR-11½	16oz.	18 lbs.	$46.20

One-half dozen in a box

PLUMB — RIPPING



Cannon black finish. Forged from one piece of special analysis steel, heat treated and double tempered. Second growth hickory handles, stained red. Plumb's take-up wedge keeps handles tight.

No.	Wt. head	Wt. per doz.	Per doz
HF-85	20 oz.	24 lbs.	$41.80
HF-86	16 oz.	18 lbs.	37.50

One-half dozen in a box

PLUMB — CLAW

Cannon black finish. Forged from one piece of special analysis steel, heat treated and double tempered. Second growth hickory handles, stained red. Plumb's take-up wedge keeps handles tight.

No.	Wt. head	Wt. per doz.	Per doz
HF-80	20 oz.	24 lbs.	$41.80
HF-81	16 oz.	18 lbs.	37.50
HF-82	13 oz.	12 lbs.	37.10
HF-83	7 oz.	9 lbs.	35.80

One-half dozen in a box

PLUMB—LEADER—CLAW

Bell face. Ground black head and red handle.

No.	Wt. head	Wt. per doz.	Per doz
L-80	20 oz.	24 lbs.	$37.30
L-81	16 oz.	18 lbs.	32.60
L-82	13 oz.	15½ lbs.	32.40
L-83	7 oz.	9 lbs.	30.60

One-half dozen in a box

PLUMB—LEADER—RIPPING

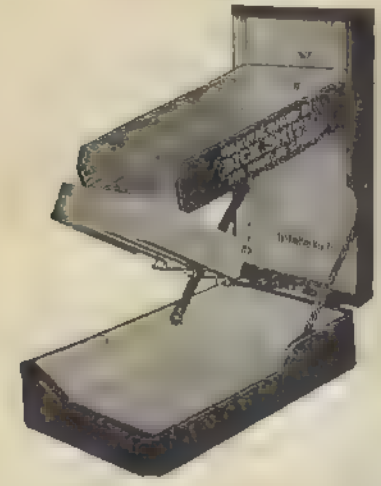
Bell face. Ground black head and red handle.

No.	Wt. head	Wt. per doz.	Per doz
L-85	20 oz.	24 lbs.	$37.30
L-86	16 oz.	18 lbs.	32.60

One-half dozen in a box

NAIL STRIPPERS

DICK SMITH



IMPROVED OR REGULAR

With Two ⅛-inch round runs.

New style, non-blocking V-bend loops, two pan braces, large nail hopper and box. Self-feeding and fast. Adjustable. Works any nail between 2d and 10d equally well. Light weight and handy. Closes like a suit case.

No.	Wt. each	Each
1927-R	10 lbs.	$37.00

One in a crate

SPECIAL TYPE

With Two ⅛-inch square runs.

In the special type with square runs nails do not have the tendency to hang in irregular positions and are suitable for boxmakers who insist on having the nails hung in a positive vertical position.

No.	Wt. each	Each
1927-S	10 lbs.	$40.00

One in a crate

ADZES

KELLY FLINT EDGE

CARPENTERS

No. 200
Half Head
House

No. 202
Plain
Ship

Forged, high grade steel with solid punched eye and steel faced head, carefully tempered, ground and hardened. Gun metal black finish with polished cutting edge.

No.	Width cut	Wt. each	Per doz.
200	4 in.	4⅛ in.	$63.60
202	4½ in.	4¾ in.	73.20

One dozen in a case

ADZES

KELLY FLINT EDGE

RAILROAD

Full Head

Forged, high grade steel with solid punched eye and steel faced head, carefully tempered, ground and hardened. Gun metal black finish with polished cutting edge.

No.	Width cut	Wt. each	Per doz.
201	6 in.	5⅓ lbs.	$63.60

One dozen in a case

COLLINS

SHIP CARPENTER'S — PLAIN

Made of the highest grade tool steel, guaranteed against defect in material or workmanship. Painted black with polished edge and spike.

No.	Width cut	Wt. each	Per doz
853-4	4 in.	2¾ lbs.	$70.00
853-4½	4½ in.	3 lbs.	70.00

One dozen in a case

SHIP CARPENTER'S — LIPPED

Same as No. 853, except is lipped.

No.	Width cut	Wt. each	Per doz.
854-5	5 in.	4¼ lbs.	$88.00

One dozen in a case

△ Factory Lists

NAIL HAMMERS

ESTWING—CLAW

Made of one piece. Head, handle of fine tool steel, electric forged and hardened, high polished finish. Handle has smooth non-slip leather grip. **Perfect balance. Bell face.**

No.	Wt. head	Wt. per doz.	Per doz.
E-12-C	12 oz.	17 lbs.	△$34.80
E-16-C	16 oz.	19 lbs.	△ 36.00
E-20-C	20 oz.	22 lbs.	△ 36.00
E-28-C	28 oz.	27 lbs.	△ 42.00

One-third dozen in a box

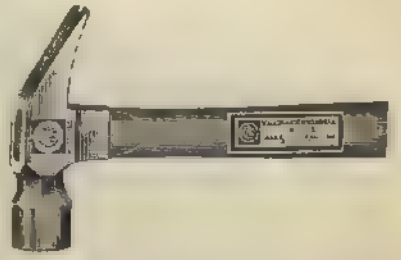
ESTWING—RIPPING

Made of one piece. Head, handle of fine tool steel, electric forged and hardened, high polished finish. Handle has smooth non-slip leather grip. **Perfect balance. Bell face.**

No.	Wt. head	Wt. per doz.	Per doz
E-12-S	12 oz.	17 lbs.	△$34.80
E-16-S	16 oz.	19 lbs.	△ 36.00
E-20-S	20 oz.	22 lbs.	△ 36.00
E-28-S	28 oz.	27 lbs.	△ 42.00

One-third dozen in a box

VAUGHAN—TRADESMAN'S



Full polished. Bell face. For steamfitters, plumbers, electricians, cement workers, etc. Second growth hickory handles.

No.	Wt. head	Wt. per doz.	Per doz.
999	22 oz.	24 lbs.	$46.80

One-half dozen in a box

Pleasure Bound? TAKE ALONG AN
Admiral "PETITE" PORTABLE
Headin' for the great outdoors? Save a corner in your bag for an Admiral Petite Portable . . . it will add many pleasant moments to the fun ahead. No bigger than a camera, yet plays anywhere . . . indoors or out . . . on self-contained long-life batteries. What power! What tone! What beauty! And in such a "petite package!" Select from three . . . ebony, ivory or dazzling emperor red . . . with fold-down handle. The price, too, will amaze you . . . less batteries, only
Slightly higher in west and south
$19.95 (EBONY)
Other Admiral Portables up to $49.95 (AC-DC-Battery operated)

AMERICAN TOY COMPANY

TOOL CHESTS

Natural finish lacquered wood chest, 16x6⅝x⅞ inches, with two trunk-type snap catches, hinged lid, end-carrying handles of plated steel. Nineteen tools include tempered spring steel saw, claw-type hammer, screw driver, and chisel, all with hardwood handles, 8-inch steel square, semi-steel pliers, wood level, hardwood clamp, triangle, metal plane, 12-inch ruler, two steel punches, carpenter pencil, sandpaper, plumb bob, depth gauge, and wood miter box.

No.	Wt. per doz. sets	Per doz. sets
T-660	72 lbs	$92.00

One-half dozen sets in a carton

Set includes 23 real tools: saw, claw hammer, brace and bit, metal plane, pliers, chisel, screw driver, miter box, carpenter pencil, hardwood clamp, level, ruler, steel square, depth gauge, triangle, sanding block, sandpaper, 2 steel punches, plumb bob, mallet, coping saw, and metal vise. Packed in strong wood chest, clear lacquer finish, with 2 trunk-type snap catches, hinged lid and strong end handles. Size of chest: 19⅝x7x4⅝ inches.

No.	Wt. per doz. sets	Per doz. sets
T-10	84 lbs	$168.00

One-third dozen sets in a carton

Set includes 16 real tools: brace and bit, plane, square, level, saw, chisel, screw driver, pliers, hammer, triangle, plumb, ruler, pencil, 2 punches, and sandpaper. Packed in metal lacquered chest with brass plated handle, size 16x8¼x2¾ inches.

No.	Wt. per doz. sets	Per doz. sets
M-5	64 lbs.	$88.00

One-half dozen sets in a carton

Set includes 12 real tools: ruler, claw hammer, screw driver, punch, saw, chisel, square, triangle, pliers, scraper, level, and sandpaper. Packed in metal lacquered chest with brass plated handle, size 15x5½x2¾ inches.

No.	Wt. per doz. sets	Per doz. sets
M-3	45 lbs.	$53.00

One dozen sets in a carton

WOODBURNING SETS

Set includes Electric Wonder Pen complete, 5 extra points, 7 colored paints, 1 brush, 2 pans for mixing paint, 4 jars of liquid paint, assortment of 11 basswood plaques including large tray with handles, 10 sheets of colorleaf for embossing, and sandpaper. Packed in colored lithographed gift box, 20x11 inches.

No.	Wt. per doz. sets	Per doz. sets
95	45 lbs.	$88.00

One dozen sets in a carton

Set includes Electric Wonder Pen complete, 3 extra points, 6 sheets of colorleaf for embossing, 1 pan for mixing paint, 7 assorted paints, 1 brush, 11 basswood plaques including pen and pencil desk set, and sandpaper. Packed in colored lithographed gift box, 20x11 inches.

No.	Wt. per doz. sets	Per doz. sets
93	28 lbs.	$53.00

One dozen sets in a carton

Set includes Electric Wonder Pen complete, assortment of 12 basswood plaques which include 2 napkin holders with bases, 8 colored paints, 1 brush and sandpaper. Packed in colored lithographed gift box, 16½x9¼ inches.

No.	Wt. per doz. sets	Per doz. sets
92	15 lbs.	$35.20

Two dozen sets in a carton

PORTER CHEMICAL COMPANY

SCIENCECRAFT MICROSCOPE OUTFITS

Metal microscope, 10 inches high, ground and polished lenses, velvet-touch focusing mechanism, 50 power on large field, with extra lens mounting of 100 power. Includes slides, chemicals, solutions, dissecting needle, and pipette. Micro-projector attachment, sub-stage illuminator, 4-in-1 mounted slide, electronic battery holder, and two microscopy manuals. Laboratory style wood cabinet, 23x14 inches, open.

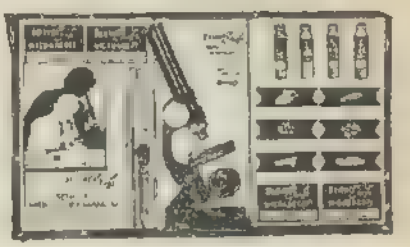
No.	Wt. per ctn.	Per set
310	15 lbs.	★$11.50

Three sets in a carton

Microscope same as in Set No. 310, but less 100 power lens mounting. Includes full set of apparatus and parts with illustrated manual. Enameled wood cabinet, 22x14 inches, open.

No.	Wt. per ctn.	Per set
307	27 lbs.	★$8.35

Six sets in a carton



Similar to No. 307 except smaller size, and in cardboard box, 18x11x3¼ inches.

No.	Wt. per ctn.	Per set
305	20 lbs.	★$5.25

Six sets in a carton

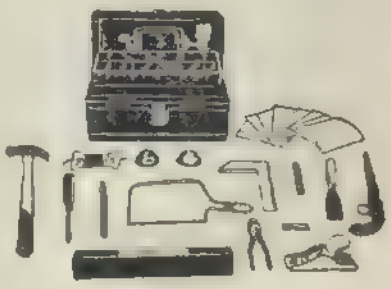
TOOLCRAFT TOOL SETS

Contains 12-ounce hammer, 17-inch standard corsair hand saw with tempered blade and set teeth, 7-inch cast metal block plane, slip-joint pliers, screw driver, metal tri-square, carpenter's pencil, level, coping saw, carpenter's chalk and crayon set, chalk line, putty knife, chisel, plastic ruler, 10-inch mitre box, and sandpaper sheets.

Packed in green enameled steel box, 18x6x6 inches, with automatic lift-out tray.

No.	Wt. per ctn.	Per set
510	30 lbs.	★$10.50

Three sets in a carton



Contains hammer, hand saw, pliers, screw driver, metal tri-square, carpenter's pencil, level, plane, putty knife, carpenter's chalk and crayon set, chalk line and sandpaper sheets. Packed in green enameled steel box, 14½x6¼x4½ inches, with automatic lift-out tray.

No	Wt. per ctn	Per set
506	36 lbs	★$6.50

Six sets in a carton

Contains cast-metal plane, claw-type hammer, screw driver, tri-square, pliers, carpenter's pencil, putty knife, hand saw, carpenter's chalk, crayon set and sandpaper. Packed in enameled steel box, 11½x5x3¾ inches.

No.	Wt. per ctn.	Per set
504	30 lbs.	★$4.25

Twelve sets in a carton

★ Factory Suggested Resale Price

New Mother-Goose Action Pull-toys

MOTHER GOOSE PULL TOYS packed with action. See-saw teeters, horse bucks, do, leaps, his head wiggles, his eyes [illegible] when pulled along. Favorite nursery-rhyme characters [illegible] pull toys for the younger generation. Pre-school age children will recognize these clever characters as the same little make-believe people they have come to know in their own first picture books. They will be delighted if one or more are included with their Christmas gifts. Bright, harmless, non-toxic colors washable wood composition construction—wood wheels that turn on metal axles. Strong pull cords. Use Wards convenient Monthly Payment Plan. See Page 176 for Credit Terms.

D MARY AND HER LITTLE LAMB—who is sure to follow everywhere because he's wired securely behind. Mary strolls along in her pink gown and bonnet with her little white lamb right after her. Size 8½ in. long.
48 T 1303—Mary and Lamb. Ship. wt. 1 lb. 1.19

I HUMPTY DUMPTY sits on top of the wall with his arms, legs and head trembling in anticipation of his "great fall." He nods and shakes as toy is pulled across the floor. Spring wire fastens hands and feet to body. Size 6½ inches high.
48 T 1302—Humpty Dumpty. Ship. wt. 1 lb. 8 oz. . . 1.19

M SEE-SAW MARJORIE DAW. Two perky little kittens balance confidently as see-saw teeters up and down when toy is pulled along floor. Inspired by favorite old nursery rhyme. Base and teeter board are made of wood; animals are composition. Size 9½ inches long.
48 T 1305—Marjorie Daw. Ship. wt. 1 lb. 12 oz. . . . 1.19

N BULL PUP. A playful little pup who bounds along wiggling his head and rolling his eyes like a real live puppy when pulled by his young master. His mouth opens and closes, too. Size 7½ inches long.
48 T 1301—Bull Pup. Ship. wt. 1 lb. 8 oz. 95c

P STUBBY THE DONKEY—musically inclined Monkey sits atop a stubborn donkey, jiggles his paws. At the same time he beats a drum as he rides on the back of this rollicking donkey. A bell in his hand jingles too, as toy is pulled across floor. Size 7 in. high.
48 T 1300—Donkey. Ship. wt. 1 lb. 4 oz. 1.19

R [illegible] Mamma duck and her family of three little [illegible]. A most appealing pull toy for little tots. Mamma duck waddles along, quacking and rolling her eyes followed by her 3 ducklings (the last one is sound asleep). Mamma duck is 3⅞ in. high, babies 2½ in.
48 W 1347 Quacks. Ship. wt. 1 lb. 4 oz. 1.09

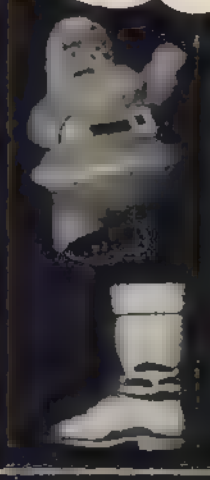
T BUCKO—with Cowboy astride and ready for the "round-up." Rider bounces up and down, forward and backward as his horse bucks. Bright colored wheels turn when cord is pulled. Size 8½ in. high.
48 W 1348—Buck. Ship. wt. 1 lb. 4 oz. 95c

W CAT AND THE FIDDLE. All characters of Hey Diddle-Diddle mentioned in this familiar nursery-rhyme, ride on the cover toy. Cow and dish wiggle on spring wire as the cow "jumps" over the moon. Size 9 in. long.
46 T 1304—Cat and Fiddle. Ship. wt. 2 lbs. 1.69

Y TRICYCLE TOM pedals about on his speedy little "bike" when he is pulled along the floor. Harmless, brightly colored wood construction, with wheels that turn on metal axles. Shiny chromed bell on [illegible] gles to announce [illegible] ence. 6¾ in. high
48 T 1273—Wt. 1 lb. 4 oz. . 1.09

Order all Christmas gifts, wrappings and decorations as early as possible to avoid delays. Add them to your Wards Monthly Payment order—details on Page 176. Include gift wrappings—an attractively wrapped package adds to the interest of every gift.

"PULP-CO"
MOLDED TOYS AND NOVELTIES AND SPECIAL CONTAINERS



CHRISTMAS . . .
Santa Claus Figures, various sizes· Container Numbers; Decorative Figures. Santa Claus Boot Containers. 10¢ to 39¢ Retail.

EASTER . . .
Candy Containers, Basket Filler Figures, Candy Tie-ons. Sizes from 5¢ to 25¢ Retail.

HALLOWE'EN . . .
Pumpkin Lanterns, Table and Room Decorations, Nut Cups and Novelty Numbers, retailing from 5¢ to 25¢.

You can always depend on this primary source of supply for molded pulp specialties

PULP REPRODUCTION CO.
3002 W. CLARKE ST. • MILWAUKEE 10, WIS.

DEN-RICKS

presents

The Pool Table of Distinction

(6 MODELS) *(Many New Features)*

And looks forward to meeting you at

ROOM 400, 1107 BROADWAY

DEN-RICKS PRODUCTS, INC.

P.O. Box 306, Farmington, Minn.

NEW PLASTIC PORTABLE WADING POOL INTRODUCED

A brand new plastic portable Wading Pool made from Vinylite and which incorporates many new patented features, is being manufactured by the Alvarez Patent Corporation who have appointed Redell & Demov, Inc., of New York City as their exclusive Eastern sales representatives and distributors.

There are two models now comprising the line—Model "A," incorporating the use of a two-piece mat to be placed underneath the pool when in use, and Model "B," which has a double thickness plastic bottom which obviates the need of the mat.

Both of these types inflate to dimensions of 6' x 4', with a capacity of 200 gallons of water. However, the folded size of the Model "A" is only 36½" x 7½" x 7½", weighing 8½ lbs and the Model "B" folds to 12" x 10" x 6" and weighs 6½ lbs.

For extra insurance against puncture damage a complete repair kit is included in each package

Two-foot-high side walls which slant inward at a 15-degree angle and a reinforced plastic upper rim eliminates spilling when the portable pool is filled with water to the recommended depth of 14 to 16 inches.

It can be easily inflated with a gasoline station pump, the ordinary bicycle pump or, through the ingenious arrangement of an additional valve attachment, the exhaust end of the regular home vacuum cleaner will accomplish the same purpose

The factory is in full production at this time and is prepared to make early spring delivery at a price aimed at volume sales for the retailers. Samples are now on display at the showroom of Redell & Demov, Inc., 230 Fifth Ave. (at 27th St.), New York City, and will also be shown by them at the McAlpin Hotel, Room No. 741, during the Toy Fair

FRANK H. NEELY IS PRESIDENT OF RICH'S

Election of Frank H. Neely as president of Rich's, Inc., has been announced by the board of directors of that company. Mr. Neely succeeds Walter H. Rich, who died recently. Richard H. Rich, Ben R. Gordon and Oscar R. Strauss are to continue as vice-presidents

Mr. Neely's election assures a continuity of management in the department store firm which in 1946 had retail sales of $42,410,512, the greatest sales of any store south of Philadelphia and a record for the 80-year history of Rich's. As executive vice-president since 1923, Mr. Neely had been chosen by the late Walter H. Rich to be the chief operating official of the store and to carry out the broad policies which Mr. Rich laid down.

Mr. Neely also is chairman of the Federal Reserve Bank of Atlanta and has served in a notable series of civic posts. He was awarded a Chamber of Commerce trophy for distinctive and unselfish public service in 1926. During World War II he directed mobilization of the South's industrial resources as regional chairman of the War Production Board.

FIRE EXTINGUISHERS

PYRENE 4-STAR

Foam Type

Blankets fire in hazardous materials such as gasoline, oils, naphtha, tar, grease, and inflammable solvents as well as ordinary combustible materials. Discharges about 22 gallons of fire-smothering foam which spreads over burning surface and cuts off the supply of oxygen.

Has seamless drawn one-piece shell and dome and patented solderless collar.

Tested to withstand 350 pounds pressure.

Labeled by Underwriters' Laboratories.

Polished Copper

Complete with charge, wall hanger and recharge date tag.

Each

No. P-13—Cap. 2½ gals., 24 in. high, 7 in. diameter; ship. wt. including charge 25 lbs.; wt. charged ready for use 38 lbs. $37.00

One in a carton.

PYRENE

Foam Type

For use against fires in oil, gasoline, naphtha, tar, wax, grease, shellac and inflammable solvents.

This extinguisher, similar in operation to the Pyrene Foam 4-Star, is available at lower cost without sacrifice of effectiveness. Produces about 22 gallons of foam for smothering fires in flammable liquids and ordinary combustibles. It is tested to 350 pounds hydrostatic pressure

Labeled by Underwriters' Laboratories.

Standard Finish

Complete with charge, wall hanger and recharge date tag.

Each

No. PX-13—Cap. 2½ gals., 24 in. high, 7 in. diameter, ship. wt. including charge 25 lbs.; wt. charged ready for use 38 lbs. .$33.00

One in a carton.

Our many years of consistent growth is the dealer's assurance that our knowledge of selections is a real asset

Send us your mail orders for quick and efficient service!

FIRE EXTINGUISHERS

PYRENE

Soda-Acid Type

Discharges a 40 ft. stream, effective on incipient fires in ordinary combustible materials.

Shell, dome and bottom are cold-rolled copper with seams thoroughly sweated and backed with solder. Side span is riveted and soldered. Tested to 350 lbs. pressure.

Labeled by Underwriters' Laboratories.

Standard Finish

Complete with charge, wall hanger and recharge date tags.

Each

No. SX-13—Cap. 2½ gals., 24 in. high, 7 in. diameter; ship. wt. including charge 19½ lbs.; wt. charged and ready for use 40 lbs. $30 00

One in a carton.

Vaporizing Liquid Pump Type

Double-action pump with patented rotating pickup will discharge a steady, continuous stream 25 to 30 ft., no matter in what position the extinguisher is held. For smothering all kinds of fire in its incipient stage

Use only Pyrene fire extinguishing liquid, as other liquids may cause corrosion or make use on electrical equipment dangerous.

Inspected and labeled by the Underwriters' Laboratories and approved by Associated Factory Mutuals, The U.S. Bureau of Marine Inspection and Navigation and Good Housekeeping Institute.

Brass Finish

Complete with charge and wall bracket.

Nos.	C21	C31
Capacity, qts.	1	1½
Wt. each, lbs.	7½	11⅔
Each	$15 00	18 00

One in a carton.

Auto Type

Modeled after one-quart sizes listed above and has a special bracket for mounting in automobiles.

Quickly kills incipient fires in gasoline, oil, wood, upholstery or electrical system. Liquid is non-deteriorating and anti-freezing

Every motorist needs this protection.

Brass Finish

Each

No. C11A—Cap. 1 pt., wt. each 5¼ lbs. $14.00

Twelve in a carton.

FIRE EXTINGUISHER RECHARGES

PYRENE LIQUID

For refilling vaporizing liquid type extinguishers.

Can be safely used on electrical fires. Will not injure delicate fabrics or sensitive machinery. Will not freeze at 50° below zero F.

Nos.	CR-2	CR-4
Size	1 qt.	1 gal.
Cans in carton	20	4
Wt. carton, lbs.	77½	59
Each	$1.60	5.80

PYRENE FOAM

Specially compounded, accurately proportioned.

Foam type extinguishers should be recharged annually.

Each

No. PXR1—2½ gal. recharge; wt. per case 65 lbs. $1.60

Twelve in a case.

PYRENE SODA-ACID

Insurance authorities recommend that wet chemical (soda-acid) type extinguishers be recharged annually.

These charges contain high grade ingredients, full weight, accurately proportioned.

Each

No. SXR1—2½ gal. recharge; wt. per case 64 lbs. $0 60

Twenty-four in a case.

OUR BUYING RESOURCES

are yours to command

We welcome your inquiries and will try to get for you any item not shown in our catalog

before he starts to school, although he has never had any trouble with them aside from a few sore throats. —*Mrs. C. D., Ohio.*

Let your family doctor make the decision. From what you say, however, I doubt that he would recommend an operation if your son has never had trouble with his tonsils.

Nowadays doctors do not believe in removing tonsils and adenoids just as a matter of course, because we have found that *only about a fifth of our children ever need this operation.*

If, however, a child has repeated tonsillitis, repeated or severe bouts of sore throat, frequent colds with sore throat or abscessed ears, the chances are that the tonsils and adenoids should be removed. But not otherwise—not even if the tonsils are enlarged.

Unless tonsils and adenoids become so large as to interfere with breathing, we no longer advise their removal unless they are also infected and are causing trouble. Normal tonsils probably act as a pretty good barrier against respiratory infections, because they filter out some of the germs that get in the nose and throat.

I read the letter from the young mother (*Farm Journal*, May, 1948) who seemed a bit put out that she should be "expected" to nurse her baby. It burns me up to hear such foolishness! I wonder if a good selling point for breast nursing might not be that it is the best protection against interfering in-laws. No more of this "Oh, give me a bottle of formula and let me have him this afternoon." No sir, when a howling infant refuses a nipple and wants Mama, believe me they are anxious to let Mama keep him. —*Mrs. R. G. B., Oregon.*

I must say I had never thought of this particular angle, but I certainly

QUAKER OATS HELPS GROW

"Stars of the Future"

Doctors say the more often youngsters eat a good oatmeal breakfast, the better they grow.

THE GIANT OF THE CEREALS IS QUAKER OATS!

A GIANT in Nutrition!

Your *youngsters* get more *growth*, more *endurance*—your *grownups* get more *energy*, more *stamina* from nourishing *oatmeal* than any other whole-grain cereal! That's why Quaker Oats is recommended for a better breakfast! According to a recent survey, *only 1 school child in 5* gets the kind of breakfast he should have. So doctors say, the more often youngsters eat a good oatmeal breakfast the better they grow! Serve Quaker Oats often!

A GIANT in Value!

Delicious Quaker Oats still costs less than *a penny a serving!* That's really amazing in these days of higher food prices! Saves precious time, too—Quick Quaker Oats cooks in 2½ minutes!

A GIANT in Flavor!

People eat more Quaker Oats than any other cereal in the world because THEY LOVE THAT QUAKER OATS FLAVOR! Tempting recipes on the package. Remember to buy delicious Quaker Oats.

QUAKER OATS

Quaker and Mother's Oats

SENSATIONAL SELLING "Flag Doll House Dolls"

Grandma	Maid	Cook	Nurse	Col. Baby	W. Baby
4"—$1.25	4"—$1.25	4"—$1.25	4"—$1.25	1¾"—$.75	1¾"—$.75

Here is the most popular and finest line of miniature dolls made . . . sell-outs wherever shown!

PRICES SHOWN ARE RETAIL. APPROPRIATE DISCOUNT TO RETAILERS.

Mother	Father	Grandpa	Girl	Boy
4"—$1.25	4"—$1.50	4"—$1.25	3"—$1.00	3"—$1.00

A complete, new and improved line now available. Hand painted, hand dressed in delightful costumes. flexible, life-like washable plastic body, arms and legs. Individually boxed.

JOBBERS: We have a special jobber set-up that will be of definite interest to you. We invite your inquiries.

PLACE YOUR ORDERS PROMPTLY FOR GUARANTEED EARLY DELIVERIES

Illustrated are but a few in Q.T.'s large selection of original doll creations.

SEE THE COMPLETE ASSORTMENT OF PERFECT SCALE MINIATURE

Q. T. DOLLS
AT THE
TOY FAIR

Q. T. Novelty Company

P. O. BOX 54, STATION F • NEW YORK 16, N. Y.

Exclusive Distributors

SENSATIONAL SELLING "Flag Doll House Dolls"

Grandma	Maid	Cook	Nurse	Col. Baby	W. Baby
4"—$1.25	4"—$1.25	4"—$1.25	4"—$1.25	1¾ —$.75	1¾"—$.75

Here is the most popular and finest line of miniature dolls made . . . sell-outs wherever shown!

PRICES SHOWN ARE RETAIL. APPROPRIATE DISCOUNT TO RETAILERS.

Mother	Father	Grandpa	Girl	Boy
4" —$1.25	4"—$1.50	4 —$1.25	3" —$1.00	3"—$1.00

A complete, new and improved line now available. Hand painted, hand dressed in delightful costumes. flexible, life-like washable plastic body, arms and legs. Individually boxed.

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Exclusive Distributors

FOR THE NEW YEAR...

ARRANBEE extends every good wish for your happiness and prosperity. We regret our inability to meet all of your last year's demands for Arranbee dolls but are pleased to announce that we look forward to an increased production in 1948. Our famous Arranbee family:

LITTLE ANGEL—DREAM BABY
ANGEL SKIN—NANCY
NANCY LEE

will be made of plastic, a feature that will add new laurels to these famous quality dolls at popular prices.

•

ARRANBEE DOLL CO.

Showroom and Office: 881 BROADWAY, NEW YORK 3, N. Y.
Corner 19th Street

DONALD DUCK

Dressed in his inimitable sailor outfit, smartly styled by the Arranbee Doll Co.—he's a sure-fire seller!

Donald has a composition head and is mounted on a real steel spring. He's set in a sturdy all-wood box that has locked cornered metal hinges—and an improved metal push button. The box is attractively covered with fine paper print.

Priced at $10.80 per dozen

3 dozen to a carton

Terms 2%—10 days Net 30 days
F.O.B. N. Y.

Also

No. 930 JACK-RABBIT-IN-THE-BOX with Voice
No. 300 JACK-IN-THE-BOX with Voice
Priced and packed as above.

Write—call—or drop in to our showrooms.

SPEAR PRODUCTS CO.

881 Broadway New York 3, N. Y. No. 600

A JACK-IN-THE-BOX CHICK THAT ACTUALLY CHIRPS!

A new, exciting toy that's sure to please both babes-in-arms and youngsters up to fifty. Just press the button and out "pops" a cheerful, chirping chick. Molded in brightly colored, non-toxic LUSTRON, this sensational toy is a natural for feature display . . . A year-'round best seller in any toy department. The CHICK-'N-EGG offers a new and wonderful opportunity for quick turnover. Production is humming, so place your order at once for early delivery. You'll agree — it's a real "nest egg".

Individually packed in this four-color eye-catching carton.

Catalog Number C-200. Quantity per standard carton 4 doz. Weight per standard carton approximately 18 lbs.

EASY TO SEE WHY IT'S A BEST-SELLER

Gerber Plastic Co.

SAINT LOUIS MO. U. S. A.

Benj. Portugal—New York Sales and Show Room—200 5th Avenue, New York, N. Y.

PRACTICAL
SAFE
ENTERTAINING
STURDY...

...AND BEST OF ALL IT IS PRICED TO RETAIL FOR ONLY

79¢ EACH

SUGGESTED RETAIL PRICE

Available in assorted colors
Terms. 2% 10 days, F.O.B. Factory

it's amazing— it's exciting— it's electronic

THIS TUBE CAN DO WONDERS FOR YOU
This inexpensive phototube will respond instantly to a beam of light to perform a limitless number of small "miracles"

The new Franklin "Electric Eye" Shooting Gallery is an interesting example of the unusual playthings you can design inexpensively around RCA Electron Tubes.

Aim the rifle—pull the trigger—and if you're good, a narrow beam of light strikes the bull's-eye of the moving target. Instantly and automatically an RCA Phototube flashes a light and sounds a buzzer, indicating a direct hit. More fun than a barrel of monkeys . . . yet the whole outfit retails for less than $15.00!

Maybe *you* would like to cook up an electronic game that works on *invisible* light . . . or an educational toy that creates its own brand of music. But whatever your ideas, the chances are that you can solve your design problems—simply and inexpensively—by using RCA Electron Tubes. It will pay you to investigate their possibilities.

RCA Application Engineers will be pleased to consult with you and advise on the adaptation of RCA Electron Tubes to your designs—or place you in touch with competent engineering organizations which can translate your ideas into practical working form. Just write RCA, Commercial Engineering, Section CS73, Harrison, N. J.

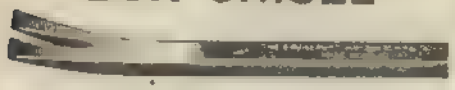
TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

The whole trade's Buzzing about those amazing
MECHANICAL PLASTIC TOYS in the
NEW
IRWIN
Non-Flam
LINE
During the Toy Fair Be Sure to Visit
Room 651 - 200 5th Ave.
LARGEST
EXCLUSIVE PLASTIC
TOY FACTORIES
IN THE WORLD
IRWIN CORPORATION
OFFICES—27 WEST 20th STREET.....NEW YORK, N. Y.
SHOWROOMS—200 FIFTH AVENUE, NEW YORK.....ROOM
PLANTS—FITCHBURG and LEOMINSTER, MASS.

BOX CHISEL



Black steel finish, points polished. Forged bar steel, hardened and tempered.

No.	Size	Wt. per doz.	Per doz.
20	½ x ⅝ x 13½ in.	20 lbs.	$15.10

CONSTRUCTION BARS

Made of high grade octagon tool steel. Long taper point one end; other end offset chisel point.

No.	Size	Wt. per doz.	Per doz.
1068	⅝ x 36 in.	60 lbs.	$28.00

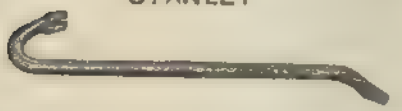
CLAW BARS

STANDARD

Made from octagon tool steel.

No.	Size	Wt. per doz.	Per doz.
12	½ x 12 in.	[illegible] lbs.	$ 4.20
18	⅝ x 18 in.	24 lbs.	7.80
24	¾ x 24 in.	42 lbs.	13.40
30	¾ x 30 in.	52 lbs.	16.60
36	¾ x 36 in.	60 lbs.	18.80

STANLEY



Extra quality, carefully tempered. Drop forged steel. Ends painted red.

No.	Size	Wt. per doz.	Per doz.
118	⅝ x 18 in.	24 lbs.	$19.20
124	¾ x 24 in.	42 lbs.	25.20
130	¾ x 30 in.	52 lbs.	27.60
136	¾ x 36 in.	60 lbs.	30.00

NAIL BARS

New rolling head design provides direct safe approach to difficult angles. Forged from special steel, finished in black enamel

No.	Size	Wt. per doz.	Per doz.
2	⅝ x 21 in.	28 lbs.	$17.20

RAILROAD TRACK TOOLS

CROW BARS

Wedge Point

Forged steel, oil finish. Hardened points

No.	Wt. each	Size	Length	Each
2	12 lbs.	1 in.	4 ft.	$4.60
	18 lbs.	1¼ in.	5 ft.	6.30
	22 lbs.	1⅜ in.	5½ ft.	7.40

Pinch Point

Forged steel, oil finish. Hardened points

No.	Wt. each	Size	Length	Each
4	12 lbs.	1 in.	4 ft.	$4.60
	18 lbs.	1¼ in.	5 ft.	6.30
	22 lbs.	1⅜ in.	5½ ft.	7.40
	26 lbs.	1⅝ in.	5½ ft.	9.00

Above loose

CAR MOVERS

BADGER SLIP PROOF

Long high stroke of handle that moves a car the maximum distance with each stroke. The toggle joint pushing arrangement provides speedy action that imparts power enough to move loaded cars with ease. Advance safety slip-proof spurs are built into tool

No.	Length	Wt. each	Each
5	7 in.	18 lbs.	$22.00

REPAIRS FOR CAR MOVERS NO. 5

No.		Each
A	Shoe Complete, with spurs, plate, bolts and rivets	$3.75
A	Shoe Only, with toe rivet and No. 23 bolt	2.50
B	Socket Complete, with No. C toggle attached and No. 21 bolt	3.75
B	Socket Only, with No. 23 bolt and No. 24 rivet	2.50
C	Toggle or Cam, with No. 24 rivet	1.25
D	Spur Plate or Clamp, with No. 21 bolt	.60
21	Bolt for attaching No. D plate	.10
23	Bolt, for attaching A shoe	.20
24	Rivet, for Cam No. C	.10
25	Toe Rivet—hard steel	.20

Above Net List for factory shipment only.

No.		Each
20	Handle—second growth Maple	$6.30
		Per pair
22	Spurs, Slip-Proof Double	$1.20

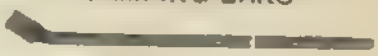
Above shipped from stock

LINING BARS

Forged steel, oil finish. Pointed.

No.	Wt. each	Size	Length	Each
6	18 lbs.	1¼ in.	5½ ft.	$5.50

TAMPING BARS



Forged steel, oil finish.

No.	Wt. each	Length	Each
8	13 lbs.	5¼ ft.	$8.70

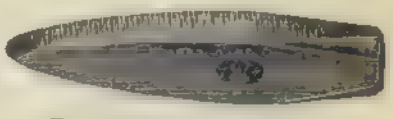
CLAW BARS

Forged steel, oil finish.

No.	Wt. each	Length	Each
12-RR	28 lbs.	5¼ ft.	$14.00

TRACK CHISELS

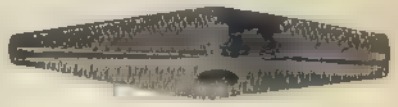
COMSTOCK



Extra quality forged steel.

No.	Wt. each	Length	Each
280	5¼ lbs.	9 in.	$5.60

TRACK MAULS



UNHANDLED

Extra quality forged steel, oil finish.

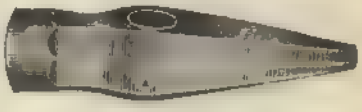
No.	Wt. each	Length	Each
10-C	8 lbs.	11⅝ in.	$3.60

HANDLED

With 36-inch first grade sledge handles.

No.	Wt. each	Each
10-C	8 lbs.	$5.20

SHIP OR TOP MAULS



UNHANDLED

Extra quality forged steel, oil finish.

No.	Wt. each	Length	Each
11-C	5 lbs.	9½ in.	$4.00

HANDLED

With 36-inch first grade sledge handles.

No.	Wt. each	Each
11-C	5 lbs.	$5.60

DEPT. 2

SLEDGES, STRIKING AND STONE HAMMERS

DOUBLE FACE STRIKING HAMMERS

NEVADA PATTERN

Forged from high grade steel, carefully hardened and tempered

UNHANDLED

No.	Wt. each	Length	Each
3-C	4 lbs.	6¾ in.	$3.10
	6 lbs.	6½ in.	3.70
	8 lbs	7¼ in	4.20
	10 lbs	7¾ in.	5.20
	12 lbs	8 in	5.90
	16 lbs.	8½ in.	8.00

HANDLED

No.	Size	Wt each	Each
3-C	4 lbs.	4¾ lbs	$3.60
	6 lbs	7¾ lbs	4.80
	8 lbs	9¾ lbs	5.50
	10 lbs.	11¾ lbs	6.70
	12 lbs.	13¾ lbs.	7.40
	16 lbs	17¾ lbs.	9.60

DOUBLE FACE SLEDGES

Forged from high grade steel, carefully hardened and tempered.

UNHANDLED

No.	Wt. each	Length	Each
850	2½ lbs.	4½ in	$2.00
	3 lbs.	4¾ in.	2.10
	4 lbs	5¼ in.	2.40
	6 lbs	6 in.	3.80
	8 lbs.	6½ in	4.30
	10 lbs.	7 in	5.40
	12 lbs.	7½ in	6.00

HANDLED

No.	Size	Wt each	Each
850	2½ lbs.	5¼ lbs.	$2.60
	3 lbs	3¾ lbs	3.00
	4 lbs	4¾ lbs	3.40
	6 lbs	7¾ lbs	5.20
	8 lbs	9¾ lbs	5.70
	10 lbs.	11¾ lbs	6.70
	12 lbs.	13¾ lbs.	7.50

HAND DRILLING HAMMER

HANDLED

Made of high grade forged steel, hardened and tempered. Polished faces. Handled with 16-inch hickory handles.

No.	Wt. head	Size	Each
780-H	3 lbs.	1⅝ x 4⅝ in.	$4.00

All above, loose

BLACKSMITHS' SLEDGES

CROSS PEIN

Forged from high grade steel, carefully hardened and tempered.

UNHANDLED

No.	Wt. each	Length	Each
5-C	6 lbs.	6½ in	$3.80
	8 lbs	7 in	4.30
	10 lbs.	7½ in	5.50
	12 lbs	8 in	5.90
	16 lbs	9 in.	8.40

HANDLED

No.	Size	Wt each	Each
5-C	6 lbs.	7¾ lbs	$5.20
	8 lbs.	9¾ lbs.	6.00
	10 lbs.	11¾ lbs	6.90
	12 lbs.	13¾ lbs.	7.50
	16 lbs	17¾ lbs	9.80

STRAIGHT PEIN

Forged from high grade steel, carefully hardened and tempered

UNHANDLED

No.	Wt. each	Length	Each
6-C	8 lbs.	7 in.	$4.80
	12 lbs.	8 in.	5.50
	14 lbs.	8½ in.	7.40

HANDLED

No.	Size	Wt. each	Each
6-C	8 lbs.	9¾ lbs.	$6.00
	12 lbs.	13¾ lbs	7.50
	14 lbs.	15¾ lbs.	8.80

CAST IRON POST MAULS

Made of high-grade grey cast iron. Faces ground smooth.

UNHANDLED

No.	Wt. each	Length	Diam. face	Each
8-P	8 lbs.	4 in.	3⅝ in.	$3.40
10-P	10 lbs.	5 in.	3⅝ in.	4.20
13-P	13 lbs.	5 in.	4 in.	5.40

HANDLED

No.	Wt. each	Each
8-PH	10 lbs.	$4.60
10-PH	12 lbs.	5.40
13-PH	15 lbs.	6.60

All above, loose

STONE SLEDGES

Forged from high grade steel, carefully hardened and tempered.

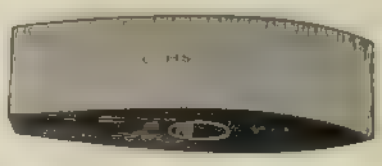
UNHANDLED

No.	Wt. each	Length	Each
7-C	8 lbs.	7¼ in.	$1.40
	12 lbs.	8¼ in.	6.00
	16 lbs.	9¼ in	8.00

HANDLED

No.	Size	Wt each	Each
7-C	8 lbs.	9¾ lbs.	$5.90
	12 lbs.	13¾ lbs.	7.50
	16 lbs.	17¾ lbs	9.50

SPALLING OR STONE HAMMERS



Forged from high grade steel, carefully hardened and tempered. Single face.

UNHANDLED

No.	Wt. each	Length	Each
8-C	6 lbs.	6½ in.	$3.70
	8 lbs.	7¾ in.	4.80
	16 lbs.	9½ in	9.60

HANDLED

No.	Size	Wt. each	Each
8-C	6 lbs.	7¾ lbs.	$ 5.80
	8 lbs.	9¾ lbs.	6.60
	16 lbs.	17¾ lbs.	11.50

HOOP DRIVERS

UNHANDLED

Made of high grade forged steel, hardened and tempered. Length, 5¼ inches with 1⅜-inch edge. Regular machinist hammer handles can be used.

No.	Wt. each	Per doz.
562	1 1/16 lbs.	$20.00

All above, loose

All handled goods 2½ to 4 pounds are equipped with first grade 16-inch handles, 5 pounds and over have 36 inch handles.

• Toy Guns •

No. 112M2250 — Plastic Squirt Gun. A brand new squirt gun that is both striking and effective. Made of lightweight molded plastic, it is of a design with an air of an automatic pistol with trigger and trigger guard. Will please the heart of every red-blooded youngster. Bright metallic finish in assorted colors. Length 5 inches.
Per dozen .. **$3.25**

No. 112M2485—Pow'r Pop Pistol. New! Safe. Different! A novel toy gun that will thrill every youngster. Shoots cork 40 feet with a resounding "Pop". Absolutely harmless. Precision built with barrel and stock made from heavy injection molded tempered acetate in beautiful colors. New simplicity on "yoke action" makes this the simplest shooting pistol ever offered. A rapid seller that will outlist real profits. Packed in colorful litho box with 8 cork bullets. 8¾ inches long.
Each **40¢** Per dozen **$4.00**

No. 3M4623 Prairie Ranger Cowboy Suit. An everyday or playtime outfit that is always a hit with the youngsters. This new cowboy costume consists of a pair of brightly patterned sturdy twill pants, handsome drip shirt designed for eye-appeal, a jaunty bright colored kerchief and traditional cowboy hat. In two popular sizes—small suitable for the child or pre-school age, and large, for the youngster from 6 to 10 years. Specify size in ordering.
Each . **$3.65** Per dozen **$42.00**

No. 112M2540—Stevens Spitfire Cap Pistol. Easy loading 50 shot repeating cap pistol with sleek 6" die-cast body, 2 color embossed tenite grips. Absolutely safe and harmless.
Each **50¢**
Per dozen . **$5.65**
No. 2590—Kilgore Perforated Roll Caps. Put up 50 caps to roll, 5 rolls to box, 5 dozen boxes to carton.
Per carton **$1.80**

Stevens Junior Cap Pistols. Very popular repeating cap pistol with smooth die-cast body, 2 color embossed tenite grips. Absolutely safe and harmless.

No.	Length	Each	Per dozen
112M2539	4¾ in.	45c	$4.95
112M2538	4 in.	40c	4.35

No. 2590—Kilgore Perforated Roll Caps. Put up 50 caps to roll, 5 rolls to box, 5 dozen boxes to carton.
Per carton **$1.80**

No. 112M2551 — Far West Ranger Holster Set. Includes 2 leatherette holsters attractively designed in red with white cowboy illustration, sturdily stitched and fitted. Matching adjustable sea serpent belt slips through loops in holster so fit any child. Two die cast 7 inch metal clicker guns with white plastic handle decoration presents an appeal to any Western enthusiast.
Each **$1.45** Per dozen **$16.50**

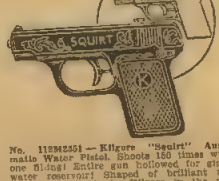
No. 112M2330—Junior Far Western Holster Set. A smaller set for the smaller "cow boy". Includes 1 metal clicker gun, with holster and belt individually boxed.
Each .. **75¢** Per dozen **$8.50**

No. 3M5616—Bronco Holster Set similar to above but consists of 1 Hubley Texas 7" die-cast gun, 1 seal no leather holster decorated with steer, eagle and cowboy head.
Per set **$1.50** Per dozen sets **$16.75**

No. 3M5617—Bronco Holster Set. Same model as above but includes 2 Texas Jr. die-cast guns and holsters.
Per set .. **$2.65** Per dozen sets **$30.00**

No. 112M1357—Sub-Machine Squirt Gun. A sensationally new and different squirt gun that will sell like wildfire. No youngster who ever played "Cops and Robbers" will be able to resist this realistic, all plastic model of a machine gun. Barrel of black plastic with trigger grip, ammunition magazine, finger-fitting front grip. Red plastic muzzle cap and detachable stock. Super repeating clicker. Squirts water over 500 times on one filling.
Each **$1.45** Per doz. **$16.00**

No. 112M1225—Rubber Pistol. All exact replica of a real Western pistol, constructed entirely of rubber. It's safe—no sharp edges. It's sanitary—easy to clean. It's scratch-proof—made to last long and take lots of rough treatment. A play tested pistol that is profit proved. A boy's favorite everywhere; a fast seller anywhere. Assorted bright red and blue colors. Length 8¾ inches.
Per dozen ..... **90¢**



No. 112M2351 — Kilgore "Squirt" Automatic Water Pistol. Shoots 150 times with one filling! Entire gun hollowed for giant water reservoir! Shaped of brilliant red Shel-Glow plastic by Kilgore in the authentic styling of a real pistol. Filler plug at top and removable cleaning screw on muzzle. Each in 3-color display carton with complete instructions.
Each **55¢** Per dozen **$6.30**

No. 112M2319—Super Automatic Tom Gun. A big thrill to kids every time the trigger is pressed. A sensational gun modeled in shape of a real gun. Shoots with a bang and sparks fly saddly! A fascinating toy that has all the excitement your guests use. It is proved to be absolutely harmless. Made of heavy quality 22 gauge steel throughout to take a lot of wear and tear. A tremendous seller. Size 7½ inches x 4½ inches. Individually packed in colorful carton.
Each .... **45¢** Per dozen **$4.75**

JANE WILSON, soprano soloist on the Fred Waring program sponsored by General Electric, —every Monday night at 10:30 p.m. EDT over NBC.

Model 376

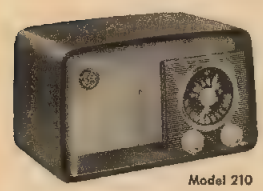
Look what this big beauty delivers! Genuine FM, superb AM, and automatic phonograph with the G-E Electronic Reproducer. Mahogany cabinet. Model 376.

"It spoils you for anything less perfect..."

natural color tone FM

Hear the glorious realism of General Electric FM and you'll never settle for less. For G-E FM brings you **natural color tone** —virtually free from static, fading and station interference. Your G-E radio dealer will gladly prove there's nothing finer.

General Electric Company, Electronics Park, Syracuse, N. Y



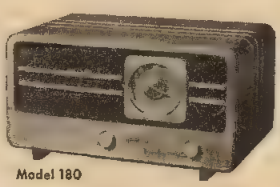
Model 210

Wonderful FM — Standard Radio, too!

● Compact, beautiful table model. Both genuine FM and standard radio in all the realism of **natural color tone.** 5¼" G-E Alnico 5 permanent magnet speaker. Cabinet of rich rosewood plastic. Model 210.

For homes off the power line!

● **Natural color tone** battery radio. Economical to operate. Big (6½") Dynapower speaker. Modern two-toned walnut cabinet. Model 180. (Also available with shortwave band, Model 280.)



Model 180

GENERAL ELECTRIC

170-F9F

gen. If the powder stays white, your corn needs nitrogen.

Dr. Roger Bray of the University of Illinois suggests testing in mid-July, early and mid-August, and early September.

You can get the powder from Urbana Laboratories, or the Illinois Soil Testing Service, both in Urbana, Ill.

Here's the Prospect For Soybean Growers

Soybean growers have both good and bad prospects to look forward to, the American Soybean Association was told in Memphis this week.

Industrial uses of soybean oil are expanding. Taxes on oleomargarine may be repealed. But synthetic detergents, which use no oil, are cutting into the oil-consuming soap industry.

Northern growers probably also face more competition from the South. Better varieties, and a possible cut in cotton acreage, will boost the crop in Dixie.

Secretary George M. Strayer reported that $40,000 raised from a check-off on growers will be used for educational work among growers, to promote use of soybean products, including soy flour, to pay for research on soybean diseases and insect pests, as well as to finance the drive for repeal of margarine taxes.

Strayer told *Farm Journal* that its September report (page 43) was incomplete because it did not include all these uses for the fund.

Will We Feed Hogs Under Lights?

Will hogs gain faster if you give them light so they can eat a midnight snack? Three good Corn Belt hog men have tried it and swear by it.

Robert Turner of Illinois turned the

Robert Turner of Marshall County, Ill., used lights to get pigs to feed

You can be sure ... if it's

Westinghouse

Radio-phonographs may look pretty much alike to you . . . but there can be a big difference in the listening. You'll get far more enjoyment from a set built *up* to a standard than you will from one built *down* to a price. And you don't have to be an expert to tell the difference. You can be *sure* . . . if it's Westinghouse.

Westinghouse radios and radio-phonographs are available in a wide variety of models. Illustrated is the 186, a bow-front classic with exclusive Automix record changer, Electronic Feather reproducer, and Rainbow Tone FM. Home Radio Div., Westinghouse Electric Corporation, Sunbury, Pa.

Listen ... and you'll buy **Westinghouse**

Listen to Ted Malone every morning Monday through Friday ABC Network

RADIO STEEL COMPANY

SCOOTERS

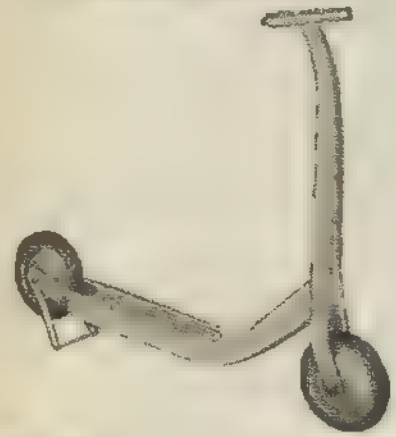
DELUXE MODEL

Dimensions: 38 inches long, 34 inches high.
Material: All steel.
Wheels: 10-inch double disc, Congo bearings.
Tires: 1¾-inch balloon.
Handle: 13-inch tubular steel, rubber grips.
Equipment: Parking stand and brake.
Finish: Red baked enamel, gray wheels with red stripe.

No.	Wt. each	Each
484	15 lbs.	$7.60

One in a carton

STREAMLINED MODEL



Dimensions: 33 inches long, 30 inches high
Material: One-piece heavy gauge steel.
Wheels: 7-inch double disc with plain bearings.
Tires: ¾ inch solid rubber.
Handle: Tubular steel
Equipment: Parking stand.
Finish: Red baked enamel.

No.	Wt. each	Per doz.
481	7½ lbs.	$32.00

Three in a carton

No. 1-A

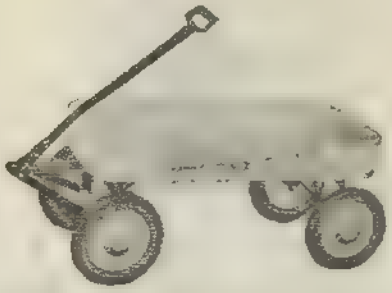
Same as No. 481, but with 7x1.25-inch super-cushion tires.

No.	Wt. each	Each
1-A	8 lbs.	$5.00

One in a carton

WAGONS

FLYER MODEL

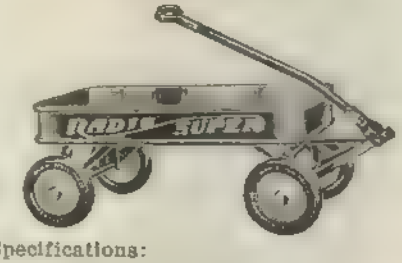


Dimensions: 34x15½x4½-inch box.
Material: Heavy gauge steel.
Wheels: 10-inch double disc with "Congo" bearings.
Tires: 1¾-inch balloon.
Finish: Red baked enamel body, gray wheels, black enamel gear and handle.

No.	Wt. each	Each
4818	32½ lbs.	$14.40

One in a carton

SUPER MODEL

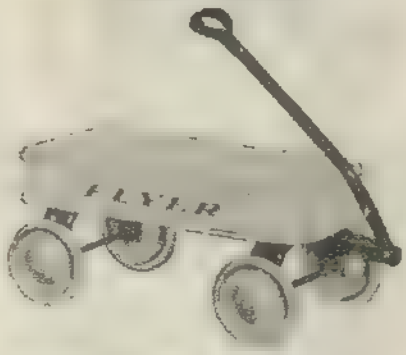


Specifications:
Dimensions: 28x13x3¾-inch box.
Material: Heavy gauge steel
Wheels: 7-inch double disc, Congo lifetime bearings.
Tires: 7x1.25-inch super-cushion
Finish: Red, bright baked enamel.

No.	Wt. each	Each
9-A	18 lbs.	$8.00

One in a carton

SPECIAL MODEL



Dimensions: 28x13x3¾-inch box.
Material: Heavy gauge steel.
Wheels: 7-inch double disc, plain bearing.
Tires: ¾ inch solid rubber.
Finish: Red baked enamel body and wheels

No	Wt. each	Each
489	17 lbs.	$5.90

One in a carton

AMERICAN BEAUTY

Dimensions: 20x10x3-inch box.
Material: All steel.
Wheels: 5-inch double disc, plain bearing.
Tires: ½ inch solid rubber.
Finish: Red baked enamel body and wheels.

No.	Wt. each	Per doz.
487	7½ lbs.	$31.80

One-half dozen in a carton

FLEXY RACER

Specifications:

Dimensions: Length, 41½ inches; width, 11¾ inches; height in front, 8½ inches; height at rear, 7¾ inches.

Material: Straight grained second growth white ash. Spring steel bumper.

Wheels: Double disc, ribbed. Double ball bearings, packed with grease, in each wheel

Tires: ¾ inch tread of live, tempered rubber. Clinched on

Steering Bar: Steel, with rubber grips. Spring steering.

Brake: Quick-stopping, operated without taking hands from steering bar.

Finish: Natural finish. Red enameled wheels. Black enameled bumper.

No.	Wt. each	Each
300	16 lbs.	$13.95

One in a carton

Exclusive...

These Twin Triumphs in Tone Found *Only* in Zenith

THE ONE AND ONLY *Cobra Tone Arm . . .*

Millions have listened—compared—and found that this sensational new way to play records has no equal. Invented by Zenith, perfected by Zenith, the Cobra is yours in *no* other radio, at *any* price! Reproduces tones on a Radionic Wave. So superior that over 700 AM and FM radio stations use the Cobra to broadcast records. Brings out tone beauty never heard before, without a *trace* of annoying scratch or vibration. Keeps your favorites sounding like new for over 2,000 plays, by actual test!

THE ONE AND ONLY *Zenith-Armstrong FM . . .*

Once you hear FM on a Zenith, you'll never be satisfied with any other. For only Zenith combines the genuine Armstrong FM circuits with Zenith's patented "power-line" antenna. This brings you FM at its finest . . . on both FM bands . . . *without an aerial!* Just plug in—and enjoy glorious static-free fidelity and sharp non-fade tuning not possible with imitation FM sets. You also get the famous Radiorgan Tone Control and other "exclusives" assuring Zenith tone perfection for *every* kind of radio program

New Zenith "HEPPLEWHITE" shown closed above, open at right. Console combination with Cobra Tone Arm, Silent-Speed INTERMIX Record Changer—handles 10-inch records, 12-inch, or both sizes *intermixed*, FM on *both* bands, Standard Broadcast; Radiorgan Tone Control [illegible]vernagnet. **$329.50***

* WEST COAST PRICES BE ONLY HIGHER
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

ZENITH RADIO

26 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY
ALSO MAKERS OF AMERICA'S FINEST READING AIDS

Zenith Challenges Comparison! Your radio dealer invites you to compare tone, performance, beauty, durability—before you buy *any* radio. See and hear the features exclusive with Zenith and you'll agree—*no other compares with a Zenith!* Models from $26.95 to $675.*

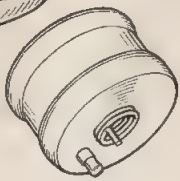
ON THE RIGHT TRACK TO
BIGGER PROFITS
Looking for steady, fast-moving items to keep putting profits in your pocket? RANGER'S your answer, with the smartest, keenest line of toys ever. Bright, colorful action toys in miniature—each a pint-size gem with a man-size sales wallop. Take little space on your shelves, but they're big profit makers. Why not see for yourself?
RANGER
MECHANICAL TRAIN and TRACK SET
A complete layout including mechanical engine with 3 cars, landscaped base with imbedded track, plus tunnel and station. Sturdy, finished quality—brightly lithographed all-metal construction; all edges concealed. Individually boxed.
Send for catalog sheets and price list.
RANGER STEEL PRODUCTS CORP.
122 Harrison Place, Brooklyn 6, New York

RANGER
Miniature
MECHANICAL
TRAINS
SEE THEM AT
THE NEW YORK TOY FAIR
HOTEL McALPIN
ROOM 902-904
They're Selling Fast!
Place Your Order Early
RANGER STEEL PRODUCTS CORP.
122 HARRISON PLACE • BROOKLYN, N. Y.

• STRONG *construction*
• TESTED *mechanically*
• PRICED—TO SELL!

#501
MECHANICAL HUMMING TOP
SEVEN-COLOR CIRCUS AND DUTCH DESIGNS ASSORTED: PACKED ONE DOZEN TO A CORRUGATED RESHIPPING CONTAINER. TWELVE DOZEN TO A MASTER CARTON
SHIPPING WEIGHT: APPROXIMATELY 33 LBS. PER GROSS

#505
"HOP-A-LONG" BOUNCING TOP
SEVEN-COLOR CIRCUS AND DUTCH DESIGNS ASSORTED: PACKED ONE DOZEN TO A CORRUGATED RESHIPPING CONTAINER. TWELVE DOZEN TO A MASTER CARTON
SHIPPING WEIGHT: APPROXIMATELY 22 LBS. PER GROSS



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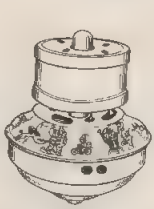
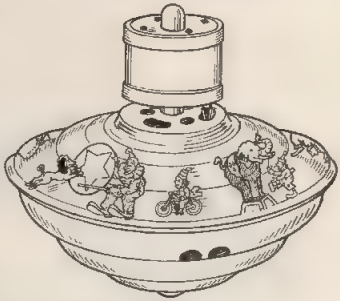


#506
MECHANICAL TOP
SIX-COLOR CIRCUS DESIGN: PACKED TWO DOZEN TO A CORRUGATED RESHIPPING CONTAINER. 12, 24 AND 36 DOZEN TO A MASTER CARTON
SHIPPING WEIGHT: APPROXIMATELY 12 LBS. PER GROSS



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SHIPPING WEIGHT: APPROXIMATELY 28 LBS. PER GROSS

F.O.B. FACTORY—NEWARK, NEW JERSEY
DELIVERIES of "Nonpareil" sight-selling lithographed metal toys of outstanding value have kept our name "up front" since 1914

MONROE WEIL
ROOM 317, 200 FIFTH AVE.
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RANGER
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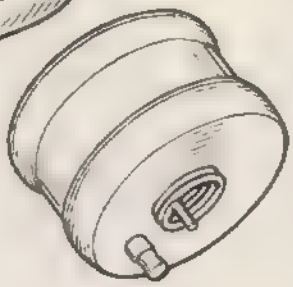

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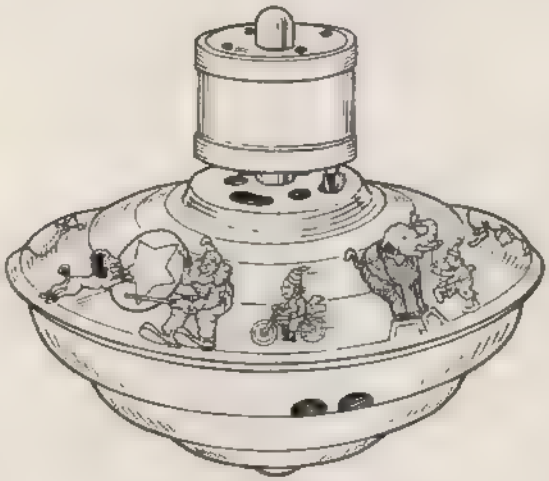

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231 GOLDSMITH AVENUE NEWARK 8, NEW JERSEY

HAROLD LEHNER
SHELTON WEIL—PHILIP WEIL
ROOM 950, HOTEL McALPIN

You Can Cook Steaks For 10 Persons In 10 Minutes With A

New Hotpoint Automatic Range

COMPARE! Revolutionary Speed Broiler—Plus 11 Great New Advancements!

Now you can broil 10 steaks to perfection at one time . . . in Hotpoint's larger, *better* broiler! But that's not all. You get superb styling, matchless convenience plus 11 important new improvements with Hotpoint—America's finest, fastest and *most responsive* electric range!

COMPARE! Exclusive Sealed-Heat Oven For World's Best Baking Results!

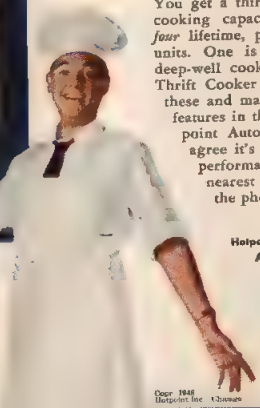
Only Hotpoint's advanced design brings you this amazingly efficient oven—the automatic Sealed-Heat Oven for far better baking! You get maximum usable space, because the heating unit is sealed *beneath* the oven—not inside.

COMPARE! 33% Greater Surface Capacity —4 Units Plus Thrift Cooker!

You get a third more top-of-range cooking capacity with Hotpoint's *four* lifetime, pan-hugging Calrod* units. One is easily lowered for deep-well cooking with the handy Thrift Cooker that's provided. See these and many more outstanding features in the brilliant new Hotpoint Automatic Range. You'll agree it's Hotpoint for beauty, performance and value! Your nearest dealer is listed in the phone book.

*REG. U. S. PAT. OFF.

Hotpoint Inc., A General Electric Affiliate, Chicago 44, Illinois



Everybody's Pointing to

Hotpoint

Electric Ranges

- **Only Hotpoint has Sealed-Heat Oven.** There's more usable space inside, because heating unit is sealed *beneath* the oven.
- **Dual-Service Thrift-Cooker** unit can be used for deep-well cooking or top-of-range service. Increases surface capacity 33%.
- **Your steaks and chops** broil to perfection under Hotpoint's "glowing-ember" heating unit and deflector. There's a large, porcelain-enameled broiling pan which holds 10 to 12 small steaks.

Copr. 1948 Hotpoint Inc. Chicago

FACTS *about* FIGURES!

MAY CO.
DOWNTOWN
LOS ANGELES

MAY CO.
WILSHIRE
LOS ANGELES

MAY CO.
CRENSHAW
LOS ANGELES

★

THE EMPORIUM
SAN FRANCISCO

★

THE WHITE HOUSE
SAN FRANCISCO

★

H. C. CAPWELL CO.
OAKLAND

★

WALKER'S
WALKER-SCOTT CORP.
SAN DIEGO

These 7 California stores averaged

3500 GYROSPHERES EACH

at $1 apiece in 1 month

If the tingle of the cash register is music to your ears . . . don't miss

ROOM 506...BRESLIN HOTEL, N.Y.

RAWLY'S TOYS
102 CLAY STREET • SAN FRANCISCO

FACTS *about* FIGURES!

MAY CO.
DOWNTOWN
LOS ANGELES

MAY CO.
WILSHIRE
LOS ANGELES

MAY CO.
CRENSHAW
LOS ANGELES

★

THE EMPORIUM
SAN FRANCISCO

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H. C. CAPWELL CO.
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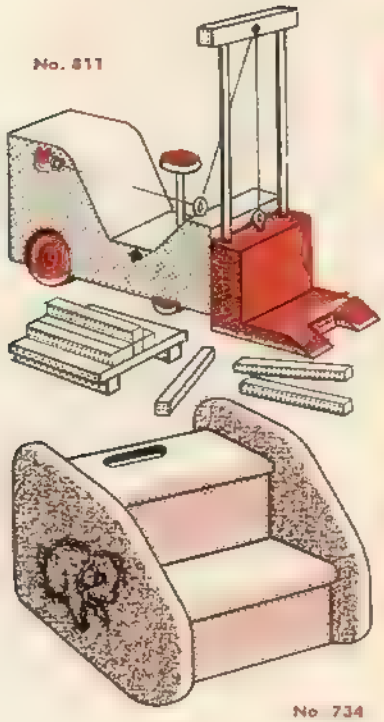
3500 GYROSPHERES EACH

at $1 apiece in 1 month

If the tingle of the cash register is music to your ears . . . don't miss

ROOM 506...BRESLIN HOTEL, N.Y.

RAWLY'S TOYS
102 CLAY STREET • SAN FRANCISCO



THE NEW 1948 MASON TOY LINE

No. 811 MASON LIFT — Sturdy all wood push and pull toy in bright yellow, blue and red colors. Hoist raises and lowers and truck steers. Comes with carrier and lumber. Appox. Height 8" Length 10". Width 4".

No. 734 MASON NURSERY STOOL — Constructed of selected wood, attractively finished in light blue or pink enamel with white animal designs Hand grip on upper step Approx height 9", length 13", width 11".

No. 815 MASON GASOLINE PUMP - All wood construction, bright red with attractive design and blue base Comes with hose and nozzle The pump handle turns a gallonage and price dial Height 32", length 12", width 8".

No. 816 MASON TEA CART—Attractively designed in natural wood with contrasting wheels and handle and a multi-colored decoration theme of "Polly Put the Kettle On" Approx. Height 20" Length 16" Width 12"

No. 814 MASON DESK and STOOL — Natural finished wood with brown trimmed border and drawer handles . . . Large top drawer and two wide drawers at side Stool covered with featherette and trimmed in brown. Ap. height 24", len 30", width 18

No. 817 MASON TOY BOX ON WHEELS Natural finished wood, with gay multi color design on side Red wheels and pull cord Approx Height 20" Length 24" Width 16"

MASON, BEALL AND HORTON, Inc.

1747-57 PONTIUS AVENUE • LOS ANGELES 25, CALIFORNIA

ROOM 831 HOTEL McALPIN NEW YORK

13. Red-breasted Toucan. *(Ramphastos dicolorus)*

LODGE CAST IRON WARE

RED LABEL BRAND

A HIGH GRADE LINE OF HOLLOW WARE AT A PRICE TO MEET COMPETITION

CORN STICK PAN

Natural finish, not polished but ready to use.

No.	Size	Wt. each	Each
27	7-stick	3 lbs.	$1.20
527	5-stick	2 lbs.	1.00

Eighteen in a carton

BREAD STICK PAN

Natural finish, not polished but ready to use.

No	Size	Wt each	Each
22	11-stick	5 lbs	$2.00

Eighteen in a carton

DUTCH OVENS

Polished, ready to use.

WITH PYREX COVER

No.	Top	Depth	Wt. each	Each
8LP	11 in.	3½ in.	7½ lbs.	$4.20

WITH CAST IRON COVER

8LC	11 in.	3½ in.	9 lbs.	$4.70

Three in a carton

CHICKEN FRYER

Polished, ready to use.

WITH PYREX COVER

No.	Capacity	Wt. each	Each
8LCP	4½ qt.	8 lbs.	$4.00

WITH CAST IRON COVER

8LCO	4½ qt.	7½ lbs.	$4.60

Six in a carton

FOUR-SOME

Polished, ready to use.
A deep skillet and a griddle which combined form a Dutch Oven or a chicken fryer.

No.	Diameter	Wt. each	Each
48	10 in.	8 lbs.	$4.80

Four in a carton

MUFFIN PANS

Natural finish, not polished but ready to use.

No.	Size	Wt. each	Each
19	6-hole	5 lbs	$1.60
20	12-hole	7 lbs	2.50

Twelve in a carton

SKILLETS

Polished, ready to use.

No.	Diam., ins. Top	Diam., ins. Bottom	Wt. each	Each
3L	6¾	5¾	1½ lbs.	$0.90
5L	8	6¾	2½ lbs.	1.40
6L	9¼	7½	3 lbs.	1.70
8L	10½	8⅞	4 lbs.	2.00
9L	11⅝	9½	4½ lbs.	2.70

Six in a carton
Except No. 3L, twelve in a carton

GRIDDLE

Polished, ready to use.

No.	Diameter	Wt. each	Each
8LG	8¾ in.	2¼ lbs.	$1.80

Eight in a carton

AXFORD BROILER

Cast iron. Use on top of stove without grease.

No.	Diam.	Wt. each	Each
Axford	11 in.	6 lbs.	$2.50

Three in a carton

RED RYDER *is a* SALESMAN—*You Betchum!*

45,000,000 CHILDREN AND ADULTS READ RED RYDER IN MORE THAN 750 DAILY AND SUNDAY NEWSPAPERS

1 000 000 RED RYDER WHITMAN NOVELS AND BIG LITTLE BOOKS ARE SOLD ANNUALLY

THE RED RYDER RADIO PROGRAM HAS BEEN A CONSISTENT FAVORITE SINCE 1941

RED RYDER COMICS MAGAZINE SELLS OVER 1,000,000 COPIES MONTHLY

RED RYDER MOTION PICTURES ARE BOX OFFICE FAVORITES

RED RYDER IS DRAWN BY THE FAMOUS COWBOY ARTIST . . . FRED HARMAN

RED RYDER

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Let Red Ryder and Little Beaver sell your product. Red Ryder is America's Famous Fighting Cowboy and the idol of millions. Write, wire or call for further details—ask how Fred Harman can aid in designing Red Ryder and Little Beaver merchandise for you.

Telephone: ELdorado 5-2544

Cable: "Stepsing, N. Y."

STEPHEN SLESINGER, INC.

247 PARK AVENUE : : NEW YORK 17, N. Y.

SEE IT AT THE NEW YORK TOY FAIR

200 FIFTH AVE.
ROOM 424
WEINBERG-WEIL CO.

HOTEL McALPIN
ROOMS 1034-1036
J. H. EYERLY ASSOCIATES

Mass production makes possible the NEW low price of $3.98 RETAIL

VASTLY IMPROVED MODEL

EXTRA PROFITS!

TUNEMASTER

The Versatile Belt for Composing Hundreds of Tunes

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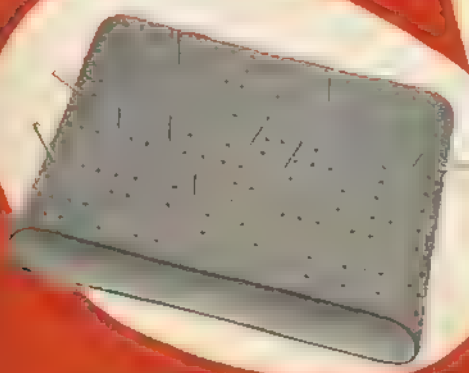


PERMANENT DISPLAY ROOMS
J. H. Eyerly & Associates
1442 Merchandise Mart, Chicago
Weinberg-Weil Company
200 Fifth Ave., New York

KARIOLA

THE *Sensational* TOY MUSIC BOX

New — more colorful! more brilliant, new dynamic sales-appeal! That's the vastly improved KARIOLA. And, best of all, mass production plus national acceptance has brought the retail price down to a new low of $3.98.

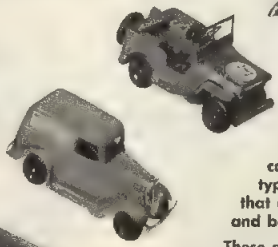
Same exquisite bell-like musical tone. Same tremendous play value—a highly educational and entertaining musical toy. Tunes easily set up on music roll by placing wooden pegs in holes designated by colored arrows. Pegs put in "red arrow" holes play one tune, in "green arrow" another tune, and "yellow arrow" holes still another. When belt turns pegs strike a set of keys which in turn strike a diatonic scale of aluminum pipes.

We repeat—The KARIOLA does not retail at fancy prices. Grandpa paid for his "Music Box" but at the new low $3.98 which invites high volume plus a fine profit for you.

NATIONAL SCIENTIFIC PRODUCTS CO. 3013 W. KEDZIE AVE., CHICAGO 12, ILL.

P-s-s-s-t—
WANNA BUY A *HOT CAR* ?

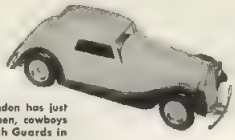
Or a truck?—
Or a steam roller?—
Or maybe a jeep?



LINES BROS. LTD. **post-war assortment of *MINIC* police cars, jeeps, racing cars, trucks along with many other new types, are a colorful, streamlined reminder that quality mechanical toys are really back and better than ever!**

These scale model clock-work toys are built to stand rough treatment and tough going in a playground, a playroom or even in that sand lot down by the corner. Kids love to spend long, thrill-packed hours with *LINES* true to life scale models.

These *MINICS* are not just wind-ups—they're run by clock-work! That means added realism as they scoot all over and seem to take forever to run down. And don't forget, the name *LINES BROS. LTD.* is your guarantee of product dependability, quality and long life.



By the way, Britains Ltd. of London has just sent us lots and lots of cavalymen, cowboys and Indians, Arabs and British Guards in brilliant parade dress. They're all modeled to scale and ready to go into action for you.

REEVES INTERNATIONAL, INC.
10 EAST 52 STREET • NEW YORK 22, N. Y.

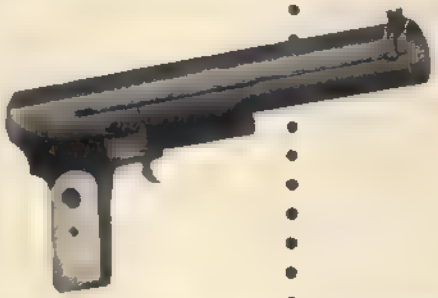
Keep Your Sales UP. . . . with REEVES PRODUCTS

THE FOLD-AWAY DOLL HOUSE

Open: 17" x 30"

Folds to: 1/5 of open size

A five room doll house in four brilliant colors that folds away like magic to 11 inches by 13 inches. Comes completely assembled. Cutaway top allows maximum play value in furniture arrangement. House packed complete with lawns, patio and garden in individual shipping cartons.



THE FIRE-BALL

A snap of a trigger shoots ping pong balls over 50 feet — perfectly harmless. Vividly colored aluminum barrel and stock, treaded hand grip. The Fire-Ball comes packed with three flame red ping pong balls and a spare elastic.

THE SILVER SKIPPER

The only electric toy outboard motor boat—"Evinrude" powered. ACCLAIMED EVERYWHERE.

See the New Line-up of
REEVES PRODUCTS
at the TOY SHOW, March 8
McAlpin Hotel, Room 621

Watch for MORE NEW REEVES PRODUCTS

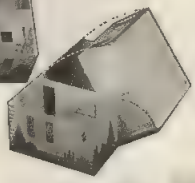
REEVES PRODUCTS, Inc.
10 EAST 52nd STREET • NEW YORK 22, N. Y.

bayshore proudly presents
the JOLLY-JINGLE-JOYS
"terry" the turtle
"danny" the duck
"bonnie" the bird
"bubbles" the fish
THE PERFECT EXERCISER DESIGNED TO FIT THE GRASP OF AN INFANT'S HAND
"Jolly-Jingle-Joys" are nautical musical bathtoys which will capture the hearts of all mothers. Each soft cuddly rubber toy comes equipped with a tiny jingle bell. From stem to stern their smooth sleek bodies are easy to clean with no whistles or plugs to work loose. Crew of four comfortably accommodated in a unique package with full view vision fore and aft. Their complexions? Baby Blue, Baby Pink and Pastel Yellow with full make up.
Don't overlook the pulling power of Bayshore's Quality Balloons, Distinctive Printed Balloons, Party Packages, Unique Novelty Balloons and Tossups. Other products of distinction are "Mopey Dick", the Floating Whale, and a complete line of Vinyl Play Ball.
PAT. PEND
IT WILL BE A PLEASURE TO MEET YOU AT THE McALPIN • ROOM 738
BAYSHORE INDUSTRIES, INC.
ELKTON • MARYLAND

Keep Your Sales UP.... with REEVES PRODUCTS

THE FOLD-AWAY DOLL HOUSE

Open: 17" x 30"



Folds to: 1/3 of open size

A five room doll house in four brilliant colors that folds away like magic to 11 inches by 13 inches. Comes completely assembled. Cutaway top allows maximum play value in furniture arrangement. House packed complete with lawns, patio and garden in individual shipping cartons.

THE FIRE-BALL

A snap of a trigger shoots ping pong balls over 50 feet—perfectly harmless. Vividly colored aluminum barrel and stock, treaded hand grip. The Fire-Ball comes packed with three flame red ping pong balls and a spare elastic.

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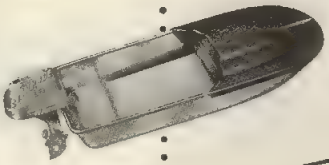

The only electric toy outboard motor boat—"Evinrude" powered. ACCLAIMED EVERYWHERE.

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Watch for MORE NEW REEVES PRODUCTS

REEVES PRODUCTS, Inc.
10 EAST 52nd STREET • NEW YORK 22, N. Y.

ELECTRIC TOY IRON

with *Safe* Heat
BODY TEMPERATURE

A sturdy streamlined beauty "just like mommy's." Low wattage (5) removes all danger and consumes minimum current. "Safe" (body temperature) heat for realistic play ironing. Weight less than 1 lb. Complete with full length U/L approved rubber cord and plug. Individually packaged in colorful box. 2 Doz. Master Carton. Wgt. 19 lbs. No. 300. Suggested retail $1.29.

MODEL NO. 300

THE NEW *Controla* ELECTRIC STOVE

WATCH
ROOM 1042-1044
HOTEL McALPIN

ROOM 561 5TH AVE. BUILDING

ELECTRIC TOASTE
and TRAY SET

MODEL NO. 350

WILL ACTUALLY
WARM WAFER

A beautiful replica of full-siz
Toaster Sets. Has charm a
style—nickel-plated with hi
grain sides and tray plus
matching plated relish dish
Toaster features pop-up spri
action for two slices. Over
size of complete ensemble
8"x4"x13". 1 doz. in Mast
carton. Wgt. 19 lbs. No. 35
Suggested retail $1.95.

ALL
INDIVIDUALLY
PACKAGED IN
DISPLAY
BOX

No. 350. T.O. Electric Toaster only. 2 doz. carton. Wgt. 18 lbs. Suggested retail $1.39
No. 360. Non-elec. Toaster Set. 1 doz. carton. Wgt. 16 lbs. Suggested retail $1.50
No. 360. T.O. Non-electric Toaster only. 2 doz. carton. Wgt. 15 lbs. Suggested retail . . . $ .89

Controla

MANUFACTURING CO
CHICAGO 7, ILL.

The only door that isn't waste — Look how handily food is placed That's first of many features more YOU HAVE IN . . .

CROSLEY *Shelvador**

NEW 5 WAY REFRIGERATOR

FREEZIN-COLD COMPARTMENT
For Frozen Storage

Near zero-cold keeps more than 50 pounds of frozen foods safely up to 3 months. Quick-freezes ice cream, pounds of ice. Transparent door.

NORM-COLD COMPARTMENT
With Meat-Holder

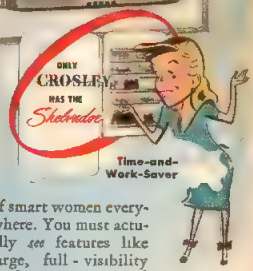
Perfect temperature for all perishables requiring normal refrigeration; ideal for fruit, beverages, packaged dairy products.

MOIST-COLD COMPARTMENT
Food Conditioner Section

Keeps vegetables, pastries and other delicate foods fresh . . . prevents drying-out of left-overs. Convenient crisper for leafy greens. Transparent doors.

EVER-DRY STORABIN
Extra Dry-Storage

Keeps cereals, crackers and other moisture-absorbing foods dry . . . sugar and salt free-flowing. Provides 1 ½ cu. ft. handy storage.



Time-and-Work-Saver

You have twice as much front-row food at your finger-tips — every time you open the Crosley Shelvador*! And in addition to that extra convenience, which women everywhere prefer, this classically beautiful Shelvador* gives you the *complete*, 5-Way refrigerator!

It's impossible here to tell you of all the other improvements that make the new Crosley Shelvador* the choice of smart women everywhere. You must actually *see* features like large, full-visibility food compartments and easy-to-release ice tray equipment to appreciate how much they mean for convenient food storage.

Consult your Classified Telephone Directory for the address of your nearby Crosley dealer.

*® TRADE-MARK REG. U. S. PAT. OFF.
© 1949 CROSLEY DIV., AVCO MFG. CORP.

CROSLEY DIVISION — AVCO MANUFACTURING CORPORATION • CINCINNATI 25, OHIO

CROSLEY FROSTMASTER—Compact frozen food cabinet, over 100-pound capacity. Thrifty to operate, economical to own.

CROSLEY HI-BROILER RANGES — Gas and electric models available with the BASIC 4 features for better, easier, faster cooking.

CROSLEY AM-FM TABLE RADIOS—Smart styling, advanced engineering for fine reception anywhere in your home.

CROSLEY TELEVISION TABLE MODEL—You're *really* there with a Crosley table model television set. Enjoyment for every family.

CROSLEY PORTABLE—Take a tune wherever you go. Handsome alligator-brown leatherette case; plays on AC, DC or battery.

CROSLEY FM-AM RADIO-PHONO — New tonal beauties in radio and records. Rich mahogany Cabinet by

WINCHESTER RIFLES

BOLT ACTION REPEATER

MODEL 70 SUPER GRADE

.270 Win. and .30/06 Springfield

Bolt action five-shot magazine, tapered barrel with bead front sight on ramp with sight cover and Winchester No. 22-G open sporting rear sight. Specially selected walnut stock with cheek piece, pistol grip and fore-end fancy checkered. Magazine with hinged floor plate. One inch Army type leather sling strap with quick detachable swivels.

Model	Caliber	Length barrel	Wt. each	Each
G-7053	.270 Win.	24 in.	8¼ lbs.	(F)$162.50
G-7054	.30/06	24 in.	8¼ lbs.	(F) 162.50

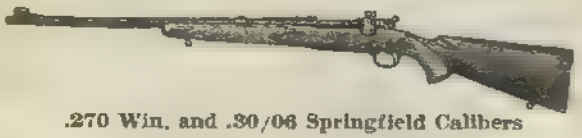
MODEL 70 STANDARD GRADE

.22 Hornet, .270 Win., .30/06 Springfield, .257 Roberts, .7 M/M Mauser, .220 Swift, .300 Magnum and .375 Magnum Calibers

Bolt action, six-shot repeater, tapered barrel with ramp front sight base. Full floating special Winchester target barrel. N.R.A. type pistol grip stock of selected walnut. Length, 13½ inches with 1⅝-inch drop at comb. Grip and forearm are checkered. New shaped, forged steel trigger guard. Bolt handle, redesigned to clear telescope sight. New design safety, swings horizontally and does not interfere with telescope sight. Fully adjustable, short pull speed lock. Hinged type floor plate. Lyman gold bead front sight with removable sight cover and No. 22G Winchester rear sight. Tapped and drilled for telescope mount bases. Swivel bows for sling strap on stock and forearm. Chambered for .22 Hornet, .220 Swift, .270 Winchester, .30/06 Springfield, .257 Roberts, .300 H & H Magnum and .375 H & H Magnum. No. G-7007 has rubber recoil pad and Lyman folding leaf rear sight.

Model	Caliber	Length barrel	Wt. each	Each
G-7001	.22 Hornet	24 in.	7¾ lbs.	(F)$109.50
G-7003	.270 Win.	24 in.	7¾ lbs.	(F) 109.50
G-7004	.30/06	24 in.	7¾ lbs	(F) 109.50
G-7005	.7 M/M Mauser	24 in.	7¾ lbs	(F) 109.50
G-7006	.257 Roberts	24 in.	7¾ lbs	(F) 109.50
G-7007	.375 H&H Magnum	25 in.	7¾ lbs.	(F) 109.50
G-7008	.220 Swift	26 in.	7¾ lbs.	(F) 109.50
G-7009	.300 H&H Magnum	26 in.	7¾ lbs	(F) 109.50

MODEL 70 STANDARD GRADE WITH NO. 48 W.J.S. LYMAN RECEIVER SIGHT



.270 Win. and .30/06 Springfield Calibers

Same as Standard Grade but fitted with Lyman No. 48 W.J.S. receiver sight and without open rear sight, but fitted with slot blank

Model	Caliber	Length barrel	Wt. each	Each
G-7013	.270 Win.	24 in.	7¾ lbs.	(F)$123.25
G-7014	.30/06	24 in.	7¾ lbs.	(F) 123.25

LEVER ACTION REPEATER

MODEL 64 DEER RIFLE

.30/30 Win. and .32 Win. Special Caliber

Lever action, solid frame, six-shot repeating rifle with 24-inch round tapered barrel. Full pistol grip stock handsomely checkered, of selected walnut, oil finish. Shotgun type butt with metal butt plate. Fore-end is of semi-beavertail design, nicely checkered. Equipped with one inch Army type leather sling strap with quick detachable swivels. Fitted with hunting bead front sight on ramp base with sight cover, and open sporting rear sight. Two-thirds magazine construction, holding five cartridges.

Model	Caliber	Wt. each	Each
G-6412	.30/30 Win.	7¼ lbs.	(F)$97.75
G-6413	.32 Win. Special	7¼ lbs.	(F) 97.75

MODEL 64 STANDARD

.30/30 Win., and .32 Win. Special Calibers

Lever action, solid frame, six-shot repeating rifle with 24-inch round tapered barrel. Shotgun butt style stock with pistol grip and semi-beavertail forearm of American walnut, and steel butt plate. Fitted with metal bead front sight on ramp base with sight cover, and No. 22H Winchester open sporting rear sight. Chambered for .30/30 and .32 Winchester Special calibers. Two-thirds magazine construction, holding five cartridges.

Model	Caliber	Wt. each	Each
G-6402	.30/30 Win.	7 lbs.	(F)$82.95
G-6403	.32 Win. Spec.	7 lbs.	(F) 82.95

MODEL 94 CARBINE

.25/35 Win., .30/30 Win., and .32 Win. Special Calibers

20-inch round barrel, straight grip, shotgun butt type stock and forearm of American walnut. Steel butt plate. Metal bead front sight on ramp base with sight cover and No. 22K Winchester sporting rear sight. Full length magazine, capacity six shots and with one in the chamber, makes it a seven-shot repeater. Chambered for .25/35 Win., .30/30 Win. and .32 Win. Special.

Model	Caliber	Wt. each	Each
G-9401	.25/35 Win.	6¾ lbs.	(F)$62.45
G-9412	.30/30 Win.	6¾ lbs.	(F) 62.45
G-9423	.32 Win. Special	6¾ lbs.	(F) 62.45

All above, one in a carton

(F) Fair Traded

SHOTGUNS

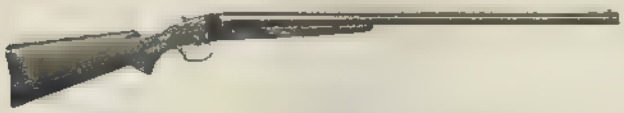
DOUBLE BARREL HAMMERLESS
L. C. SMITH FIELD GRADE

Designed to meet the demand for a low-priced, sound and plainly finished weapon; particularly useful for field or marsh where rough usage is required.

Armor steel barrels. 12 gauge, 30 and 32-inch barrels; 16 and 20 gauge, 28-inch barrels. Full choke and modified choke barrels. Walnut stock, with full pistol grip. All gauges chambered for 2¾-inch shells. Weights: 12 gauge, 6¼ to 8¼ lbs.; 16 gauge, 6¼ to 7 lbs.; 20 gauge, 5¾ to 6½ lbs.

		Each
Field Grade, plain ejector	(F)	**$ 96.10**
Field Grade, automatic ejector	(F)	**117.00**

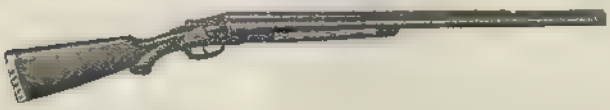
FOX



Double trigger action, with forged steel, proof tested blued barrels chambered for 2¾-inch shell checkered American walnut stock, pistol grip and composition butt plate. Checkered walnut forearm Case hardened frame.

Model	Gauge	Length barrel	Wt. each		Each
B	12	30 in.	7½ lbs.	(F)	**$62.50**
	16	28 in.	6½ lbs.	(F)	**62.50**
	20	28 in.	6¼ lbs.	(F)	**62.50**

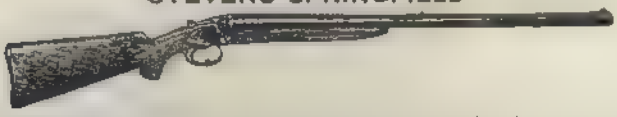
STEVENS



Hammerless, take down double barrel shotgun with compressed forged blued steel barrels, and matted rib with right barrel modified choke and left barrel full choke. Selected checkered walnut stock and forearm, full pistol grip. Front and rear bead sights.

Model	Gauge	Length barrel	Wt. each		Each
530/12	12	30 in.	7¼ lbs.	★	**$57.95**
530/16	16	28 in.	6¾ lbs.	★	**57.95**
530/20	20	28 in.	6¼ lbs	★	**57.95**

STEVENS SPRINGFIELD



Take down model with hammerless action. Blued compressed forged steel, proof tested barrels with matted rib. Checkered, pistol grip, tenite stock and forearm. Beaded front sight All gauges are bored, right barrel modified and left barrel full choke, except .410 gauge with both barrels full choke and chambered for 3-inch shells.

Model	Gauge	Length barrel	Wt. each		Each
311/12	12	30 in.	7½ lbs.	★	**$52.25**
311/16	16	28 in.	7 lbs.	★	**52.25**
311/20	20	28 in.	6½ lbs.	★	**52.25**
311/410	.410	26 in.	5¾ lbs.	★	**52.25**

SINGLE BARREL HAMMER
WINCHESTER

Plain Winchester full choke steel barrel with metal bead front sight. Pistol grip stock and semi-beavertail forearm of American walnut. Semi-hammerless with automatic ejection, take down model. All gauges are full choke. Chambered for 2¾-inch shells except .410 gauge which has 3-inch chamber.

Model	Gauge	Length barrel	Wt. each		Each
3702	12	30 in.	6½ lbs.	(F)	**$21.35**
3712	16	28 in.	6 lbs.	(F)	**21.35**
3722	20	28 in.	5¾ lbs.	(F)	**21.35**
3741	.410	26 in.	5¾ lbs.	(F)	**21.35**

IVER JOHNSON

Carbon steel barrel and lug, forged in one piece. Automatic ejector. Walnut full pistol grip stock; large trap style foreend, oiled and polished. Rubber butt plate. Solid joint at frame. Full choke 12 gauge, 30-inch; 16 gauge, 28-inch; 20 gauge, 28-inch, and .410 gauge, 26-inch barrels. .410 gauge chambered for 3-inch shells.

Model	Gauge	Length barrel	Wt. each		Each
312-E	12	30 in.	6¼ lbs.	★	**$21.75**
316-E	16	28 in.	5¾ lbs.	★	**21.75**
320-E	20	28 in.	5¾ lbs.	★	**21.75**
341-E	.410	26 in.	5¾ lbs.	★	**21.75**

STEVENS SPRINGFIELD

Compressed forged steel barrel, proof tested and full choke. Take down model. Low rebounding hammer and automatic ejector. Tenite stock, checkered pistol grip and checkered tenite forearm. All gauges full choke and chambered for 2¾ inches except .410 gauge which is chambered for 3-inch shell.

Model	Gauge	Length barrel	Wt. each		Each
94/12	12	30 in.	6 lbs.	★	**$18.95**
94/16	16	28 in.	6 lbs	★	**18.95**
94/20	20	28 in.	6 lbs	★	**18.95**
94/410	.410	26 in.	6 lbs.	★	**18.95**

All above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

REMINGTON LOADED SHOTGUN SHELLS

Remington's new patented Corrugated Shell is faster feeding, easier extraction and smooth ejection. These new improvements make the shell distinctive, as well as stronger and tougher, and non-skid in handling.

KLEANBORE NITRO EXPRESS

Nitro Express load is the outstanding heavy load. Longest range, hardest hitting, with the most even pattern. A wet-proof, corrugated, green colored Nitro Club shell loaded only with a maximum charge of Progressive burning powder and a maximum charge of shot. Fitted with the Remington Kleanbore primer to prevent rust, corrosion and pitting.

12 Gauge—2¾-inch Shell

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
RX-12	3¾	1⅛	BB, 2, 4, 5, 6, 7½	$104.10
RX-12HK	3¾	...	0 Buck (12 Pellets)	106.70
			00 Buck (9 Pellets)	106.70

12 Gauge—3-inch Magnum

RX-12 Mag	4¼	1⅝	2, 4, 5, 6 (Mag)	130.80

16 Gauge—2¾-inch Shell

RX-16	3	1⅛	2, 4, 5, 6, 7½	96.10

16 Gauge—2 9/16-inch Shell

RX-16S	3	1⅛	2, 4, 5, 6, 7½	96.10

20 Gauge—2¾-inch Shell

RX-20	2¾	1	2, 4, 5, 6, 7½	90.70

10 Gauge—2⅞-inch Shell

RX-10	4¾	1⅝	2, 4, 5, 6	128.10

.410 Gauge—2½-inch Shell

RX-410	..	½	4, 5, 6, 7½	72.00
RX-410	.	½	9 (Skeet)	72.00

.410 Gauge—3-inch Shell

RX-4103		¾	4, 5, 6, 7½	82.80
RX-4103	..	¾	9 (Skeet)	82.80

28 Gauge—2¾-inch Shell

RX-28	2¼	¾	6, 7½	93.20
RX-28	2¼	¾	9 (Skeet)	93.20

KLEANBORE SHUR SHOT

FIELD LOADS

The Remington Kleanbore Shur Shot wet-proof load in the green colored shell is the most popular low priced load on the market. A steadily increasing demand for a quality smokeless powder shell at a low cost has produced the Shur Shot load for all kinds of game shooting. Fitted with the Remington Kleanbore primer.

12 Gauge—2¾-inch Shell

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
S-12-H	3¼	1⅛	4, 5, 6, 8	$88.10

16 Gauge—2 9/16-inch Shell

S-16	2½	1	4, 5, 6, 8	77.20

20 Gauge—2¾-inch Shell

S-20	2¼	⅞	4, 5, 6, 8	74.80

KLEANBORE SHUR SHOT

TRAP LOADS

The new Shur Shot New Crimp Trap Load is a quality product at a moderate price. Loaded in the wet-proof green colored shell with a first quality smokeless powder and the new Remington Kleanbore primer.

12 Gauge—2¾-inch Shell

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
ST-12-L	2¾	1⅛	7½, 8 Light	$85.20
ST-12-M	3	1⅛	7½, 8 Regular	85.20

16 Gauge—2¾-inch Shell

S-16-H	2¾	1⅛	8	82.70

20 Gauge—2¾-inch Shell

S-20-M	2½	1	8	80.10

SKEET LOADS

Shur Shot New Crimp Skeet Loads in the new green wet-proof shell is the popular moderate price shell for skeet shooting. A well balanced load in No. 9 chilled shot in all gauges with the Remington Kleanbore primer.

12 Gauge—2¾-inch Shell

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
SK-12	3	1⅛	9	$85.20

16 Gauge—2¾-inch Shell

SK-16	2½	1	9	77.20

20 Gauge—2¾-inch Shell

SK-20	2¼	⅞	9	74.80

SCATTER LOADS

An improved load for brush and close range shooting. Loaded to give the same pattern with greater penetration at 25 yards, as regular loads at 40 yards distance.

12 Gauge—2¾-inch Shell

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
SL-12	3	1⅛	8	$88.10

All above, packed 25 in a box; 500 in a case.

Average weight per case: 12 gauge, 65 lbs.; 16 gauge, 55 lbs.; 20 gauge, 50 lbs.; .410 gauge, 30 lbs.

All above prices are factory list, subject to a special discount.

NOTE—ALWAYS SPECIFY SIZE OF SHOT WHEN ORDERING

WINCHESTER LOADED SHOTGUN SHELLS

SUPER SPEED

A high grade shell loaded with modern progressive burning powders only, for maximum range, greater speed and more hitting power. Specially designed for long range shooting. Red color, waterproofed shell fitted with the new super-seal crimp and super-seal cup wad. Loaded with maximum weight of progressive burning smokeless powder and special shot which contains the proper amount of lead and metal alloys giving the proper degree of hardness especially adapted for these loads

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
		12 Gauge—2¾-inch Shell		
R-46	3¾	1¼	BB 2, 4, 5, 6, 7½	$104.00
RK-460	.	. .	0 Buck (12 Pellets)	106.80
		12 Gauge—3-inch Magnum		
R-48	4¼	1⅛	4, 5, 6	130.80
		10 Gauge—2⅞-inch Shell		
R-92	4¾	1⅝	4, 5, 6	128.00
		16 Gauge—2¾-inch Shell		
R-63	3¼	1⅛	2, 4, 5, 6, 7½	98.80
		16 Gauge—2 9/16-inch Shell		
R-60	3	1⅛	4, 5, 6, 7½	96.00
		20 Gauge—2¾-inch Shell		
R-58	2¾	1	2, 4, 5, 6, 7½	90.80
		.410 Gauge—2½-inch Shell		
R-107	Max.	½	4, 5, 6, 7½	72.00
SR-107	Max.	½	9 (Skeet)	72.00
		.410 Gauge—3-inch Shell		
R-109	Max.	¾	4, 5, 6, 7½	82.80
SR-109	Max.	¾	9 (Skeet)	82.80

RANGER

SUPER FIELD LOADS

A general purpose smokeless powder shell with the super-seal crimp and super-seal cup wad.

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
		12 Gauge—2¾-inch Shell		
G-78	3⅛	1⅛	4, 5, 6, 8	$88.00
		16 Gauge—2¾-inch Shell		
G-61	2½	1	4, 5, 6, 8	77.20
		20 Gauge—2¾-inch Shell		
G-53	2¼	⅞	4, 5, 6, 8	74.80

RANGER

SUPER TRAP LOADS

Loaded with smokeless powder, with the new super-seal crimp and super seal cup wad, and stainless primers

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
		12 Gauge—2¾-inch Shell		
GT-76-7½	3	1⅛	7½	$85.20
GT-76-8	3	1⅛	8	85.20

SUPER SKEET LOADS

With super-seal crimp and super-seal cup wad.

Load No.	Powder, drams	Shot, ozs.	Shot sizes	Per 1000
		12 Gauge—2¾-inch Shell		
GS-76	3	1⅛	9	$85.20
		16 Gauge—2¾-inch Shell		
GS-61	2½	1	9	77.20
		20 Gauge—2¾-inch Shell		
GS-53	2¼	⅞	9	74.80

All above, packed 25 in a box; 500 in a case.

Average weight per case: 12 gauge, 65 lbs.; 16 gauge, 55 lbs.; 20 gauge, 50 lbs.; .410 gauge, 30 lbs

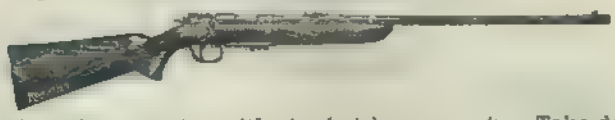
All above prices are factory list, subject to a special discount.

NOTE—ALWAYS SPECIFY SIZE OF SHOT WHEN ORDERING

REMINGTON RIFLES

BOLT ACTION REPEATER

MODEL 511A "SCOREMASTER"



Bolt action repeater with six-shot box magazine. Take down model with 25-inch round tapered barrel. Self cocking on opening movement of bolt with firing indicator showing red when cocked and automatic safety. Automatic ejector. Full size one piece pistol grip stock of American walnut with fore-end of semi-beavertail type. New style step adjustable rear sight and white metal bead front sight. The magazine is adjustable for either .22 short, long or long rifle regular or Hi-Speed cartridges. Length overall, 43 inches

Model	Caliber	Wt each	Each
511A	.22	5¾ lbs.	(F)$23.95

Extra Magazines

No.		Each
1010	6 shot	★$1.60
2170	10 shot	★ 2.00

MODEL 511P "SCOREMASTER"

Bolt action repeater, take down rifle. Same as Model 511-A but fitted with Patridge type front sight mounted on non-glare ramp and specially designed Remington rear peep sight, adjustable for windage and elevation with two interchangeable discs.

Model	Caliber	Wt. each	Each
511P	.22	5¾ lbs.	(F)$25.95

Extra Magazines

No.		Each
1010	6 shot	★$1.60
2170	10 shot	★ 2.00

BOLT ACTION SINGLE SHOT

MODEL 510A "TARGETMASTER"

Bolt action single shot. Take down model with 25-inch round tapered barrel. Self cocking on opening movement of bolt with firing indicator showing red when cocked. Convenient automatic safety. Automatic ejector. Full size, one piece pistol grip stock of American walnut with fore-end of semi-beavertail type. New style step adjustable rear sight and white metal bead front sight. Chambered for .22 short, long or long rifle, regular or Hi-Speed cartridges. Length overall, 43 inches.

Model	Caliber	Wt each	Each
510A	.22	5¾ lbs.	(F)$19.95

MODEL 510AS

Bolt action, single shot, take down rifle as Model 510A, but with smooth bore barrel to shoot .22 long rifle shot cartridges

Model	Caliber	Wt. each	Each
510AS	.22 Long Rifle Shot	5¾ lbs.	(F)$19.95

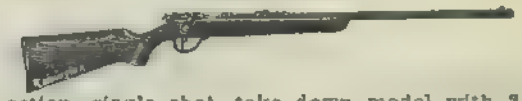
MODEL 510P "TARGETMASTER"

Bolt action single shot, take down rifle. Same as Model 510A, but fitted with Patridge type front sight, mounted on non-glare ramp and specially designed Remington rear peep sight, adjustable for windage and elevation with two interchangeable discs.

Model	Caliber	Wt each	Each
510P	.22	5¾ lbs.	(F)$21.95

BOLT ACTION SINGLE SHOT

MODEL 514A



Bolt action, single shot, take down model with 24¾-inch tapered barrel, chambered for .22 short, long or long rifle cartridges. Crowned muzzle. Rotary type thumb safety at rear of bolt. Separate automatic ejector. Full size, one piece pistol grip stock of American walnut with fore-end of semi-beavertail type. Step adjustable rear sight and bead front sight. Length overall, 42 inches.

Model	Caliber	Wt. each	Each
514A	.22	5¼ lbs.	(F)$13.95

BOLT ACTION REPEATER

MODEL 513TR "MATCHMASTER" TARGET GRADE

Bolt action, box magazine repeater, Target Grade. Heavy 27-inch semi-floating barrel, carefully bored and rifled for fine accuracy. Self cocking bolt. Adjustable trigger stop with short trigger pull. Double extractor and double locking lugs. American walnut stock with close pistol grip and high thick comb Long wide beavertail fore-end. Checkered steel butt plate. Redfield globe front sight with seven interchangeable inserts. Redfield No. 75 micrometer rear sight with ¼ minute clicks. Barrel drilled and tapped for scope blocks. Adjustable front sling swivel with 1¼-inch government type leather sling strap. Detachable box magazine Length overall, 45 inches.

Model	Caliber	Wt. each	Each
513TR	.22 Long Rifle	9 lbs.	(F)$57.00

MODEL 513SA "MATCHMASTER" SPORTER GRADE

Sporter Grade. Tapered barrel, 27 inches. American walnut stock with grip and fore-end checkered. Checkered steel butt plate. Front and rear screws for sling strap attachment. Patridge type front sight on ramp base. Step adjustable sporting rear sight. Tapped and drilled for No. 75 Redfield rear sight. Detachable box magazine. Length overall, 45 inches.

Model	Caliber	Wt. each	Each
513SA	.22 Long Rifle	6¾ lbs.	(F)$57.00

MODEL 521TL "MATCHMASTER"

Bolt action, box magazine repeating target rifle. 25-inch round tapered barrel, crowned at muzzle and carefully bored and rifled for accuracy. Especially designed for sub-junior target shooting. Chambered for .22 long rifle cartridges. American walnut stock with black bakelite butt plate. Self-locking bolt and corrugated trigger. Double extractors and double locking lug on bolt. Positive side lever type safety. Patridge type blade front sight and Lyman No. 57RS micrometer rear sight with quarter minute clicks. Detachable magazine box holds 6 cartridges with one in chamber for total capacity of 7 shots. Adjustable front swivel, one inch leather sling strap. Length overall, 43 inches.

Model	Caliber	Wt. each	Each
521TL	.22 Long Rifle	7 lbs.	(F)$36.95

Extra Magazines for Models 513 and 521 Rifles

No.		Each
1010	6 shot	★$1.60
2170	10 shot	★ 2.00

All above, one in a carton
(F) Fair Traded
★ Factory Suggested Resale Price

SAVAGE RIFLES

LEVER ACTION REPEATER

MODEL 99-RS

.300 Caliber

Solid frame, lever action repeating rifle. Tapered, medium weight 24-inch round barrel with raised ramp front sight base. Special large, full pistol-grip stock and forearm of selected walnut, oil finished. Fine checkering on grip and forearm. Redfield No. 70 windage and elevation rear peep sight, and gold bead front sight. Fitted with ⅞ inch leather sling strap with quick release swivels and stud screws. Steel butt plate of shotgun design.

Model	Caliber	Wt. each	Each
99-RS-300	.300	7½ lbs.	(F)$182.10

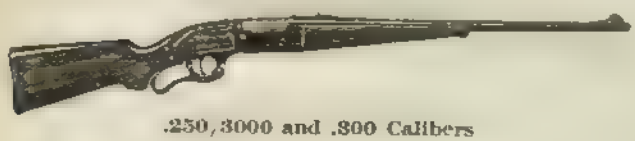
MODEL 99-R

.300 Caliber

Solid frame, hammerless, solid breech, lever action repeating rifle. Tapered, medium weight 24-inch round barrel with raised ramp front sight base. Adjustable semi-buckhorn rear sight and gold bead front sight. Special large stock with full pistol grip, checkered and new design; checkered forearm of selected walnut, oil finish. Corrugated steel butt plate of shotgun design. Six shots. Magazine capacity, five shots.

Model	Caliber	Wt. each	Each
99-R-300	.300	7½ lbs.	(F)$109.25

MODEL 99-EG



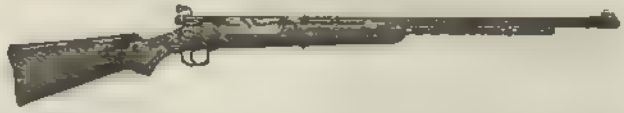
.250,3000 and .300 Calibers

Solid frame, hammerless, solid breech, lever action repeating rifle. Tapered, medium weight, round barrel, length 24 inches, with raised ramp front sight base. Adjustable semi-buckhorn rear sight and white metal front sight. Light weight stock and tapered forearm of selected American walnut checkered rubbed oil finish. Full pistol grip stock. Steel butt plate of shotgun design. Rotary box type magazine, capacity, five cartridges with one in chamber.

Model	Caliber	Wt. each	Each
SEG-99250	.250/3000	7 lbs.	(F)$96.45
SEG-99300	.300	7 lbs.	(F) 96.45

AUTOMATIC

MODEL 6-S



A take down, automatic repeating rifle. 24-inch round barrel chambered for .22 long rifle ammunition. Tubular magazine, capacity 15 long rifle cartridges. Can also be used as a hand operated repeater or single shot using short, long or long rifle cartridges. One piece full pistol grip stock and forearm of selected walnut. Gold bead front hooded sight and rear peep sight with elevation and windage adjustment and sighting disc.

Model	Caliber	Wt. each	Each
6-S	.22	6 lbs.	(F)$35.50

MODEL 6

A take down, automatic repeating rifle. 24-inch round barrel chambered for .22 long rifle ammunition. Tubular magazine, capacity 15 long rifle cartridges. Can also be used as a hand operated repeater or single shot using short, long or long rifle cartridges. One piece full pistol grip stock and forearm of selected walnut. Fitted with gold bead front sight and sporting rear with elevation adjustment.

Model	Caliber	Wt. each	Each
6	.22	6 lbs.	(F)$32.45

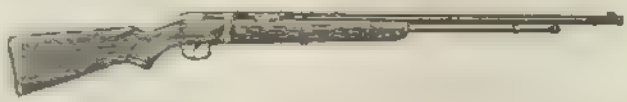
BOLT ACTION REPEATER

MODEL 5-S

Bolt action, take down, repeating rifle with tubular magazine. 24-inch round tapered barrel with crowned muzzle. Chambered for .22 short, .22 long and .22 long rifle regular or high speed ammunition. Magazine capacity, 15 long rifle, 17 long, and 21 short. Chromium plated bolt and trigger, full cocks on opening stroke of bolt. One piece full pistol grip stock with large broad fore-stock of selected walnut, oil finished. Black rubber butt plate. Hooded ramp front sight with three interchangeable inserts. Rear peep sight with elevation and windage adjustment and sighting disc and hooded front sight. Length overall, 42½ inches.

Model	Caliber	Wt. each	Each
5-S	.22	5½ lbs.	(F)$29.50

MODEL 5



Bolt action take down repeating rifle as Model 5-S except fitted with gold bead front and sporting rear sights with elevation adjustment.

Model	Caliber	Wt. each	Each
5	.22	5½ lbs.	(F)$26.50

All above, one in a carton
(F) Fair Traded

SHOTGUNS

REMINGTON STREAMLINED AUTOLOADING

SPORTSMAN 48—SKEET GRADE

A fast handling, lightweight streamlined auto-loading Skeet gun. Take down, hammerless with streamlined solid breech Cross bolt safety and top of receiver is matted. American walnut stock with checkered pistol grip and checkered Beavertail fore-end. Standard stock dimensions with three-shot magazine capacity. The ventilated rib barrel shotgun is fitted with ivory bead front sight and white metal rear sight and special skeet boring

Ventilated Rib Barrel

Model	Gauge	Length barrel	Wt. each	Each
Sportsman 48-Skeet 12VR	12	26 in.	7½ lbs..	(F)$124.25

Matted Top Surface Barrel

Model	Gauge	Length barrel	Wt. each	Each
Sportsman 48-Skeet 12MT	12	26 in.	7 lbs...	(F)$106.45

REMINGTON STREAMLINED AUTO-LOADING

STANDARD FIVE-SHOT MODEL

A new lightweight, streamlined auto-loading shotgun, five-shot capacity, of rugged construction and perfect balance; with light recoil but still a powerful hard-hitting shotgun. Take down, hammerless with streamlined solid breech and cross bolt safety. Top of receiver matted. American walnut pistol grip stock and fore-end, both finely checkered. Black butt plate. Standard stock dimensions, 14 inches long; 2½-inch drop at heel and 1⅝-inch drop at comb. A three-shot magazine plug supplied with each shotgun. Supplied with plain barrel and matted top surface of barrel. Modified choke from factory only.

Plain barrel, full choke

Model	Gauge	Length barrel	Wt. each	Each
11-48A-1230	12	30 in.	7¼ lbs....	(F)$99.95
11-48A-1628	16	28 in.	6½ lbs....	(F) 99.95
11-48A-2028	20	28 in.	6¼ lbs....	(F) 99.95

Matted Top Surface Barrel

Model	Gauge	Length barrel	Wt. each	Each
11-48A-MT-1230	12	30 in.	7¼ lbs...	(F)$103.95
11-48A-MT-1628	16	28 in.	6½ lbs...	(F) 103.95
11-48A-MT-2028	20	28 in.	6¼ lbs...	(F) 103.95

REMINGTON STREAMLINED AUTOLOADING

SPORTSMAN THREE-SHOT MODEL

Same type of construction as the standard model, but with three-shot magazine capacity

Plain Barrel, Full Choke

Model	Gauge	Length barrel	Wt. each	Each
Sportsman-48A-1230	12	30 in.	7¼ lbs.	(F)$99.95
Sportsman-48A-1628	16	28 in.	6½ lbs.	(F) 99.95
Sportsman-48A-2028	20	28 in.	6¼ lbs.	(F) 99.95

Matted Top Surface Barrel

Model	Gauge	Length barrel	Wt. each	Each
Sportsman-48A-1230-MT	12	30 in.	7¼ lbs.	(F)$103.95
Sportsman-48A-1628-MT	16	28 in.	6½ lbs.	(F) 103.95
Sportsman-48A-2028-MT	20	28 in.	6¼ lbs.	(F) 103.95

SAVAGE AUTOMATIC

STREAMLINED FIVE SHOT MODEL

Standard weight, 12 gauge, take down, new streamlined model automatic shotgun for long range shooting with heavy game loads. Hammerless action with barrel locked to bolt during recoil and cross bolt safety. Friction ring adjustment is provided for light or heavy loads. Sleekly streamlined receiver, attractively decorated for smart appearance and easy handling. Selected walnut stock and fore-end, checkered and pistol grip checkered. Magazine capacity, four shells with one in chamber, giving five shots. A wood plug is furnished to reduce capacity to three shot for migratory game shooting. Length of barrel, 30 inches, full choke. Also supplied in 16 gauge from factory

Model	Gauge	Wt. each	Each
755	12	8 lbs.	(F)$94.50

SAVAGE AUTOMATIC

STREAMLINED LIGHTWEIGHT FIVE SHOT MODEL

New lightweight 12 gauge model, otherwise same as standard model. Length of barrel, 28 inches, full choke.

Model	Gauge	Wt. each	Each
775	12	7 lbs.	(F)$99.85

All above, one in a carton

(F) Fair Traded

SHOTGUNS

DOUBLE BARREL HAMMERLESS

WINCHESTER DELUXE

MODEL 21

DELUXE GRADE

The models 21 Deluxe are made with hand made stocks to customer's special dimensions. Stock and forearm of full fancy American walnut with full fancy deluxe checkering. Fitted with Winchester recoil pad. Any combination of barrel lengths and chokes. Furnished in 12-16 and 20 gauges, all chambered for 2¾-inch shell

No.		Each
Field Gun, with matted rib and single trigger, selective ejectors and beavertail forearm	(F)	$363.00
Skeet Gun, with matted rib and single trigger, selective ejectors and beavertail forearm	(F)	375.00
Trap Gun, with matted rib and single trigger, selective ejectors and beavertail forearm	(F)	375.00
Duck Gun, with matted rib and single trigger, selective ejectors and beavertail forearm	(F)	375.00

Average weight, 7½ lbs.

WINCHESTER TRAP GRADE

MODEL 21

Raised matted rib, full choke barrel made in 12 gauge 30-inch only. Straight or pistol grip stock with beavertail forearm of selected checkered American walnut. Winchester rubber recoil pad. Length of pull including pad, 14⅝ inches; drop at comb, 1⅝ inches; and drop at heel, 1⅞ inches. Both barrels are bored full choke. Single trigger and selective ejectors. Non-automatic safety.

Model	Wt. each		Each
G2111B Pistol Grip	7½ lbs.	(F)	$276.50
G2112B Straight Grip	7½ lbs.	(F)	276.50

WINCHESTER SKEET GRADE

MODEL 21

28-inch raised matted rib barrels with right barrel, No. 1 Winchester skeet choke; and left barrel, No. 2 Winchester skeet choke. Straight grip stock with beavertail forearm of selected American walnut. Checkered grip and forearm. Checkered wood butt. Single trigger and selective ejectors. Non-automatic safety.

Model	Gauge	Length barrel	Wt. each		Each
G2117B	12	28 in.	7½ lbs.	(F)	$276.50
G2118B	16	28 in.	7½ lbs.	(F)	276.50
G2119B	20	28 in.	7½ lbs.	(F)	276.50

Can also be had with Pistol grip

Above are made-to-order models, requiring 3 to 6 months delivery, factory shipment.

WINCHESTER FIELD GRADE

MODEL 21

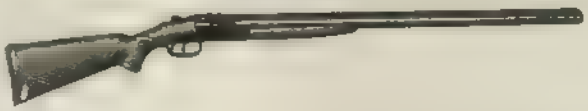
Raised matted rib barrels with pistol grip stock and forearm of selected American walnut, checkered. Composition checkered butt plate. Single trigger action with selective ejection. Speed lock and automatic safety. Right barrel, modified choke and left barrel, full choke.

Model	Gauge	Length barrel	Wt. each		Each
G2133B	12	30 in.	7½ lbs.	(F)	$263.00
G2162B	16	28 in.	7½ lbs.	(F)	263.00
G2197B	20	28 in.	7½ lbs.	(F)	263.00

All above shotguns, factory only

WINCHESTER STANDARD GRADE

MODEL 21



Hammerless, take down shotgun with frame made from solid forging. Solid matted rib. Automatic safety. Stock and fore-end of genuine American walnut with semi-beavertail forearm. Right barrel modified and left, full choke. Chambered for 2¾-inch shells.

Model	Gauge	Length barrel	Wt. each		Each
G-2402	12	30 in.	7¾ lbs.	(F)	$68.95
G-2423	16	28 in.	6¾ lbs.	(F)	68.95
G-2443	20	28 in.	6¼ lbs.	(F)	68.95

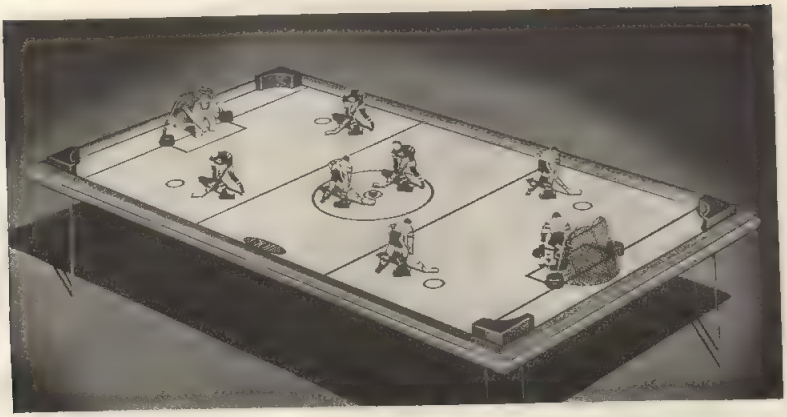
L. C. SMITH IDEAL GRADE

A "general purpose" weapon—sound, reliable and thoroughly serviceable with just enough engraving to make it attractive, being equipped with the new, improved single sighting plane London steel barrels; 12 gauge, 30-inch barrels; 16 and 20 gauge, 28-inch barrels. Full and modified choke. English walnut stock with full pistol grip. All gauges chambered for 2¾-inch shells. Weights: 12 gauge, 6¼ to 8¼ lbs.; 16 gauge, 6¼ to 7 lbs.; 20 gauge, 5¾ to 6½ lbs.

Model		Each
Ideal Grade, plain ejector	(F)	$137.15
Ideal Grade, automatic ejector (12 gauge only)	(F)	153.50

All above, one in a carton

(F) Fair Traded



MAGNETIC ACTION ICE HOCKEY GAME

Introducing a fast-action magnetic hockey game for two or four players. The men of opposing red and blue teams, moved by Magnetic Remote Control, skate rapidly over the ice, following the moveable puck to score goals as in real hockey.

We also manufacture these Magnetic Action Toys, patented in U. S. A. and Canada

MAGIC FARMYARD • SHIPS IN MOTION • MAGIC RABBIT RUN

REMOTROL COMPANY - 34 West 37th Street, New York 18, N. Y.

"A JURO PRODUCT . . .
A JOY FOR CHILDREN!"

THEY'VE AMAZED EVEN US!

. . . the overwhelming acceptance this colorful pair of ANIMATED CLOWNS, the newest additions to the popular "PLAY-MATE" line, has found in buying offices throughout the country.

THESE GREAT, BIG (18"), BEAUTIFUL DOLLS are dressed gaily in the finest materials, and have bells that jingle-jangle when the arms and legs are activated with the PATENTED pull-string, which makes them the delight of young and old.

Our pair of clowns are but two of the PROFIT-MAKING TEAM you are invited to inspect in Room 923 of the HOTEL McALPIN. An extensive promotion and advertising campaign, including radio publicity on 38 stations, helps sell these dolls to your customers before they reach your counters.

JURO NOVELTY COMPANY

12 West 18th Street, New York City - SHOWROOM: Room 354, 200 Fifth Avenue

MECHNER & CAMINITI REPRESENT BARCLAY CREATIONS

Barclay Creations, 36 South State Street, Chicago, the home of Fairy Lane and Arcadia Dolls, announce that Mechner & Caminiti, 200 Fifth Avenue, New York, have been appointed Eastern Sales Representatives. Buyers visiting the Fifth Avenue Building will find Fairy Lane and Arcadia Dolls on permanent display in Room 455.

For 1948, Barclay Creations have succeeded in designing an entirely new series of character dolls and have boxed them in an unusual manner. The dolls which will make their debut at the Toy Fair will be known as "The Original State Dolls of the U. S. A." Each doll is dressed in its authentic state colors. The bodies are of plastic, insuring sturdy construction and life-like qualities

In addition to the creation of the entirely new characters in this line, the Barclay Creations firm feel that they have introduced a refreshing touch of originality in doll packaging, and it is unnecessary for the dealer to remove the doll from the box in order to display it, as each container has a window top.

It is anticipated that doll collectors throughout the country will not only want a doll representing the state in which she was born but dolls from those states she visits

Old favorites in new dress.

Proved a Hit!

WITH YOUNGSTERS EVERYWHERE

Dealers

Cash in on this all season toy "natural" for all junior ages

Loader Model 47 LM

SUPER SIX Junior Mechanical TOY TRACTOR and LOADER

An ideal summer toy for the sandbox or at the beach, Super Six Junior performs a variety of play tasks outdoors and in. Fully mechanical—operates with push-pull windup. Scoops up, carries and dumps all kinds of small toys—three distinct operations. Super Six Junior is an actual working scale model of the big tractor-mounted Super Six Loader used on the farm. Helps to develop child's mechanical skill and understanding.

Super Six Junior is built to withstand hard play. Heavy duty all metal construction, mounted on sturdy rubber tires. Size with loader at carry level: 13 inches long, 6 inches high, 5½ inches wide. Tractor length: 8⅜ inches. Available in two models as shown. Standard packaging—12 to the carton.

Represented by

LINDSAY-BERGSTROM
209 Mercantile Building
Denver, Colorado

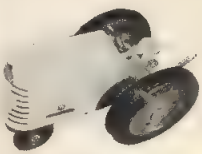
KEN ROBERTS
1355 E. Market St.
San Francisco, Calif.

AL MORITZ
1107 Broadway
New York, New York

AL BISSELL
335 W. Madison St.
Chicago, Illinois

Export

LIONEL-ESSEX CORPORATION
15 E. 26th Street
New York, New York



Tractor Model 47 PM

THE SEAL OF SUPERVISION

SUPER SIX MFG., INC.

TOY DIVISION • MINNEAPOLIS, MINNESOTA

NEW ED-U-CARD PACKAGES

To give the retailer a higher unit sale, Ed-U-Cards has just announced two new packages, each containing 2 of their colorful children's educational card games. These packages sell for 59c each, have eye-appeal and make an attractive kiddie gift item in the low-priced bracket. Each package is labeled with the age group recommended for the games, making it easier for the sales clerk to sell and the customer to buy. One set is for ages 3 to 8 and the other for ages 5 to 10. These new packages and the complete Ed-U-Card line, including a new idea in games for the very young, called a "Game-on-a-Chain" can be seen during the Toy Fair at the Hotel McAlpin, Room 1069, and 200 Fifth Ave., Chas. H Carroll, Room 351

ADVERTISING COURSES

Two new courses in advertising, one dealing with operation and procedure and the other covering advertising production, are being offered by Southern Methodist University, Dallas, in co-operation with the Dallas Advertising League.

Ira E. DeJernett, president of DeJernett Advertising Agency and governor of the 10th District, Advertising Federation of America, teaches the class in operation and procedure, while Dave McDonnell, account executive of Rogers & Smith Advertising Agency, teaches the class in advertising production.

A course in advertising copywriting offered by SMU last semester is being repeated with Nathe P. Bagby, executive vice-president of Leche & Leche, as teacher

NEW ADVERTISING MANAGER

The appointment of Mrs. Lois Hale as advertising manager of W. A. Green Co. has been announced by Holmes Green, secretary-treasurer. She succeeds Roy E. Kyle, who had held the position since 1923 and who resigned effective Jan. 1 to join the Ferguson Advertising Agency as account executive

Mrs. Hale has been associated with W. A. Green since 1933 and immediately preceding her promotion had served as assistant advertising manager. Starting in the mail order department, she later became the store's personal shopper. For a brief time she left Greens to be in the advertising department of Sears, Roebuck. She is a native Texan, a member of the Dallas Advertising League and the Dallas Business and Professional Women's Club.

THE PERSONALITY CLOWN

HIYA FOLKS! We'll be seeing a lot of each other at the Toy Fair. I'll be in room 1172 at the McAlpin Hotel so come on in for some fine and fancy handshaking.

Bozo's parents will be on hand to greet you.

WM. A. REVEL ES
REVELLA DE MARR

Bozo is guaranteed to walk right off your shelves every time. 21 inches tall, flaming red hair, flopping limbs Individually packaged in a colorful circus parade box. Under exclusive license by Capitol Records.

Everybody loves Bozo the Clown, *including the dealers.*

DON'T FORGET...ROOM 1172...McALPIN HOTEL
March 8-20th

$3.95

RETAIL
FAIR TRADED
PRICE

SEE YOUR LOCAL JOBBER OR ORDER DIRECT

Revelco, Inc.

1204 S. GRAND AVENUE, LOS ANGELES 15, CALIF.

REPRESENTATIVES

Gordon W. Wolfenberg, 200 Fifth Avenue, New York
Al Bissel, 335 W. Madison Avenue, Chicago, Illinois
Joiel & Lewis Sales, 1110 Wilshire Blvd., Los Angeles, Calif.

Number ONE

ON THE TOY HIT PARADE

SCORE A BULL'S EYE

on your Cash Register

WITH THIS

NEW TOY SENSATION

5-SHOT
DOUBLE-BARREL
AUTOMATIC

BALL GUN

PAT. NO. 2334332

SAFE • ACCURATE • HARMLESS
INDOORS OR OUT

●

NOW IN PRODUCTION
IMMEDIATE SHIPMENT

Length 31½"
Weight, only
1 lb. 4 oz.

List $2.95
in U. S. A.

A Super Seller

Sturdily constructed of finest materials. Hardwood stock and grip. Aluminum metal used throughout.

TRULY A BEAUTIFUL GUN

Eye Appeal Plus...

5 Shot—Brightly colored, harmless soft rubber balls. Practical target included.

●

Safe-Tee Toy Co.

OF CALIFORNIA

21000 South Alameda St. • Long Beach 10, Calif.

Phone Terminal 4-4048

Serving jobbers, major chain, department stores and dealers in territories Not Now Supplied by Jobbers.

BOZO
THE PERSONALITY CLOWN

HIYA FOLKS! We'll be seeing a lot of each other at the Toy Fair. I'll be in room 1172 at the McAlpin Hotel so come on in for some fine and fancy handshaking.

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Revelco, Inc.
1204 S. GRAND AVENUE, LOS ANGELES 15, CALIF.

REPRESENTATIVES
[illegible] 6th Avenue, New York
Al Bissel, 335 W. Madison Avenue, Chicago, Illinois
Jalof & Lewis Sales, 1110 Wilshire Blvd., Los Angeles, Calif.

THE NEW "34" for '48

RICHARDSON

Cruiser of Tomorrow

The big 1948 Richardson Fleet enables you to enjoy the advantages of "Cruiser of Tomorrow" design and performance in the model of your choice. Whether you want a fast overniter or a luxurious cruising craft to accommodate as many as six, you'll find it among these brilliant boats ...all designed by Sparkman & Stephens. Plan on visiting the Richardson Exhibit at the National Motor Boat Show in New York City where several "Cruisers of Tomorrow" will be on display. Learn, first hand, why Richardson's famous molded mahogany hull performs so well and costs so little to maintain.

If you can't attend the Show

MAIL THIS COUPON

Copr. 1948 Richardson Boat Co., Inc
North Tonawanda, N Y

4 Models are available in the 25' hull...Sedan, Sports Commuter, Semi-enclosed Utility, and the Express Cruiser illustrated above

RICHARDSON BOAT CO., Inc., Dept. A-1
North Tonawanda, N Y

Gentlemen: Please send me a copy of the "Richardson Show in Print." I am particularly interested in your.....

Name .....

Address

City.....Zone .....State

Little Judy cooking set

CAST ALUMINUM COOKING SETS

A new line of cast aluminum cooking sets have recently been introduced by the exclusive representatives of this product Invincible Manufacturing and Sales Corp., 2303 West Ninth Street, Los Angeles 6, Calif., are handling the sales of this complete line. This California-made merchandise is now offered to the trade with substantial discounts and the firm believes it is an outstanding low priced item, designed for volume sales. Attractively packaged for counter display, the sets are called Kitchen Miss, Hollywood Ann, and Little Judy. The Kitchen Miss set includes a muffin tin, a skillet, pot and lid and griddle as well as a cookie sheet. Kitchen Miss and Hollywood Ann are packed one dozen to the carton and Little Judy comes two dozen to the carton

TOY ASSOCIATION HOLDS MEETING

An informal luncheon of members of the Toy Manufacturers of the U. S. A., Inc., was held at the Furniture Club, Chicago on Wednesday, October 6th. David M Sellew, vice-president of the Toy Association presided. The following members were present: Paul Godell, Arvey Corp.; David M. Sellew, Auburn Rubber Corp.; Mr. Montgomery and Adolph Radnitzer, Dowst Manufacturing Corp.; E. C. Garton, Garton Toy Co.; Florence Horley and John V. Tinen, Hafner Manufacturing Co.; Sam G. Goss, Halsam Products Co.; B. E. Weirick, The Kalamazoo Sled Co., R. H. Lilja and Mr. Cuny, Reuben H. Lilja Co., Inc.; C. R. Pierson, Metal Ware Corp; Eric A. Johnston and Bernard C. Klint, Ny-Lint Tool & Mfg. Co., J. A. Chrisman and R. A. Miller, Playtime Products, Inc.; A. Pasin and E. M. Wallgren, Radio Steel & Mfg. Co., Herman Rapaport and Mr. Lichterman, Rapaport Bros., Inc.; G. Baccash, and Elmer Szantay, Sandee Manufacturing Co.; A. J. Lieschke, The Toy Tinkers, Inc.; Maxine Thompson, Toys and Novelties; Gordon Varney, Varney Scale Models; Horatio D. Clark, Secretary; Toy Manufacturers of the U. S. A., Inc.

SAALFIELD'S RITA HAYWORTH PAPER DOLLS

The Saalfield Publishing Company is featurmg Rita Hayworth in two outstanding doll items. One is a paper doll cutout book and the other is a paper doll box. These items will be ready for shipment in November to be distributed around the country prior to or at approximately the same time the new technicolor picture, "The Loves of Carmen," opens in the various towns.

Saalfield states that this is the most colorful and attractive art work and printing job they have ever done and that these items are already selling better than anything they have brought out this year

Carmen paper dolls

PARENTS' MAGAZINE SELECTS BANNER ITEM

Parents' Magazine has announced that it will publish in its December issue a special toy article entitled, "A Guide to the Best Things in Toys." The article will consist of a carefully selected group of toys, which, in the opinion of the editors of Parents' Magazine, represent the best available this year for various age children and for best values for the consumer.

Banner Plastic Corp., producers of plastic toys, have been honored with the selection of one of their numbers for this outstanding consumer editorial feature, which many consider to have a marked influence in the purchasing of toys by parents. Since the magazine reaches more than one million families with children, the importance of the article and the 18 toys selected for it have been emphasized.

Banner's popular Children's Refreshment Set is the gift boxed item selected for the story. The set is molded in durable crystal clear plastic and has been so designed to capture and duplicate the fine and delicate designs associated with cut crystal glassware. The set includes a serving pitcher, goblets and sherbets, plus a generous supply of 18 drinking straws, and is beautifully assembled in a two-color gift box.

SOUTH BEND APPOINTS REPRESENTATIVE

Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, California has been appointed by The South Bend Toy Manufacturing Company, South Bend, Indiana as representative for the latter's line of croquet sets, fibre doll carriages, beach carts, doll coaches, and juvenile furniture. The Anderson territory will include Los Angeles and Southern California, New Mexico, Arizona, and El Paso, Texas. Handling a number of prominent nationally-distributed lines, the Anderson Company specializes on jobbers and Class "A" Department Stores. Leland Klingerman is manager

DOUBL-GLO DECORATIONS NETWORK RADIO SHOWS

This month and next, when you listen in on your favorite Quiz Shows, the chances are you will be one of the millions who will hear Doubl-Glo on the air. This timely and effective publicity has been planned to help all Doubl-Glo Dealers sell more Christmas Tree Decorations. The Doubl-Glo brand will be mentioned on the air over stations on all major networks . . . ABC, CBS, MUTUAL, and NBC. As a tie-in promotion to bring results directly to the dealers, attractive 4-color window and counter display cards have been prepared.

According to Burt Lee, President of Paper Novelty Mfg. Co., the sale of Doubl-Glo Christmas Tree Decorations in their new, smart packages, should exceed all previous years.

GILKISON'S RED RAIDER

Gilkison Manufacturing Company, Elyria, Ohio, reports that their number 3001 Red Raider is proving one of the most popular items they have ever brought out. This attractive, durably constructed spring horse is guaranteed against breakage and is finished in white with a red seat and red trim. An innovation is the new mechanical double spring action. The seat is level and tubular steel handles with rubber grips are an added quality feature. The retail price is $3.75. The Red Raider together with the complete Gilkison line is on permanent display at the showroom of Max E. Brafman, 200 Fifth Avenue, New York.

No. 3001 Red Raider

FEATURING

Roberta Baby Dolls

With Natural
Rubber Arms
and Legs

Roberta Doll Co., Inc.

FACTORY
39 W. 19th ST., N. Y. C.

200—5th AVE., NEW YORK 10, N. Y., ROOM 519

VELVET SKIN • BRIDE • GIRL and PARTY DOLLS

SENSATIONAL NEWS

S-t-u-p-e-n-d-o-u-s

COLOSSAL!

A NEW DOLL

by the

VANITY DOLL CO., INC.

in

ROOM 1111
HOTEL McALPIN

during the Toy Fair

Max J. Dukoff and Samuel Gersh will be privileged to show this brand new item to the toy world.

VANITY DOLL COMPANY, Inc.
92 BOGART STREET BROOKLYN 6, N. Y.

FEATURING

Roberta Baby Dolls

With Natural
Rubber Arms
and Legs

Roberta Doll Co., Inc.

FACTORY
39 W. 19th ST., N. Y. C.

200—5th AVE., NEW YORK 10, N. Y., ROOM 519

VELVET SKIN • BRIDE • GIRL and PARTY DOLLS

A STAR PERFORMER

PROFITS . . . . . YES
VOLUME . . . . . YES
SATISFACTION . . . . YES
and AVAILABLE . . NOW

A ROCKETTE PRODUCT

On Display at the
TOY FAIR—ROOM 930—McALPIN HOTEL

DAYTONA RACER

LEADS THE FIELD
IN YEAR 'ROUND SALES

Here's a model race car that can build your toy profits in 1948.

It's a sturdy, precision-built, 9¼" model of a racing car with a powerful spring motor—real rubber tires on aluminum wheels—brightly colored plastic body in 9 color combinations.

Specially designed motor, front wheel drive and free-wheeling feature make the Daytona Racer one of the speediest of all toys, and one of the few spring motor toys that will operate on a heavy rug. And it is built for both straightaway or tether racing.

Packed individually in attractive display cartons. Window and store advertising streamers to help you sell. And the price of this better racer is in line—will show a good profit on every sale.

ROCKETTE PRODUCTS COMPANY
5005 EUCLID AVENUE CLEVELAND 3, OHIO

NOW — SIX STARS IN THE

AMSCO

1948 "DOLL-E" HIT PARADE!

BIG, BEAUTIFUL . . .
AND *ALL* STEEL

New!

A

B

C

D

You liked them . . . you sold them . . . and so did every leading toy merchandiser in 1947. Now we've added the two big, important features wanted by every kiddie who plays with dolls . . . DOLL-E-BATH and DOLL-E-BED. And just like their predecessors, they're ALL STEEL, they're BEAUTIFULLY DESIGNED . . . they're definitely the country's greatest value!

WRITE TODAY FOR CATALOG

New!

WITH REAL MATTRESS AND SPRING

E

AMERICAN
METAL SPECIALTIES CORP.
ALLEGHENY AVE. & C ST. • PHILADELPHIA 34
New York Office: 200 Fifth Avenue

Amsco

F

at the Fair
ROOM 1129
HOTEL McALPIN
and 200 FIFTH AVE. Room 456

A — DOLL-E-BATH
B — DOLL-E-HICHAIR DELUXE
C — DOLL-E-GLIDE
D — DOLL-E-SWING
E — DOLL-E-BED
F — DOLL-E-HICHAIR

A NEW TOY

that will bring joy to the hearts of America's future home makers

A YEAR-ROUND ITEM
for the
LITTLE GIRL MARKET

ROCKETTE JUNIOR FOOD MIXER

Rockette Junior Food Mixer was designed to cater to the little girl market—to provide a quality toy that will help you tap new profits.

Mixer is 10" high and strongly built. It is operated by an enclosed electric motor run by a single flashlight battery inside the case. A turn of the control knob starts and stops the motor-operated beater. It beats eggs, milk, chocolate and light mixtures of various ingredients in its 5-inch white plastic bowl. It cannot hurt little fingers and there is no possibility of electrical shock.

This quality toy is made almost entirely of glistening plastic. Base, handle and control knob are brilliant red or black with a contrasting white supporting arm and casing.

Suggested retail price is $4.95. And volume will surprise you. There is nothing else like it on the market today.

It is attractively packaged in individual cartons—packed 12 to a 20-lb. or 24 to a 40-lb. shipping carton.

The Improved
DAYTONA RACER
with new, more powerful motor and unbreakable key . . . Write for prices

Your Order TODAY will save delay

ROCKETTE PRODUCTS COMPANY

5005 Euclid Avenue • Cleveland 3, Ohio • Phone: EXpress 5208

TERRITORIAL REPRESENTATIVES:

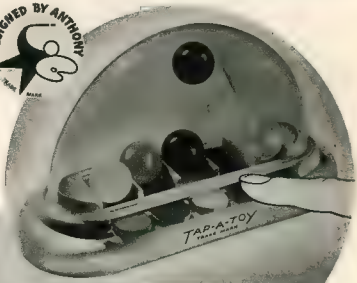
HERMAN ALTSHULER ..... 1413 S. Tripp Ave., Chicago 23, Ill.
DU-NET SALES ..... 1113 University Dr., N. E., Atlanta 6, Ga.
ELDON J. FAIRBANKS ..... 1645 Las Lomas, Pasadena, Calif.
ALVIN M. GOLDSTEIN & ASSOC., 1524 Market St., St. Louis 1, Mo.
NERCO ..... 33 John St. Sr., Detroit 26, Mich.
JOHN H. HOAG ..... 251 Kenrowgate Rd., Philadelphia 31, Pa.
LINDSAY-BERGSTROM COMPANY
..... Mercantile Bldg., 15th at Arapahoe, Denver, Colo.
KENNETH K. McLENAHAN ..... P. P. Box 2652, Honolulu, Hawaii
STANDARD TOY AGENCY, 718 Mission St., San Francisco 3, Calif.
TAYLOR & FLESHER ..... 903 Foshay Tower, Minneapolis 2, Minn.
THORESON SALES CO. ..... 402 So. Ervay St., Dallas 1, Texas
TOTEM INDUSTRIES ..... P. O. Box 3958, Portland 8, Oregon
HOMER C. WHITNEY ..... 1186 Broadway, New York 1, N. Y.
HARRY T. ICHIYASU ..... 4639 Drexel Blvd., Chicago 15, Ill.
WILLIAM J. BEHA ..... O'Neill, Nebraska

FOR BIG SALES AND PROFITS BUY "DESIGN BY ANTHONY" F. B. A. TOYS

Toys with this trade mark are now the biggest selling sensation of the nation. Yes . . . toys designed by Anthony and produced by F.B.A. are fast selling . . . big profit items.

DESIGNED BY ANTHONY

Trade Mark



Specifications for No. 126. Individually boxed. Three dozen to a carton. Weight: Entire carton 20 pounds. Dimensions: Tap-A-Toy—8½" long, 3¼" wide, 5" high.

List Price $1.00

BUY NOW—BUY F. B. A.

Specifications for No. 500. Individually boxed. One, two and three dozen to a carton. Colors: Baby pink, baby blue, ivory. Assorted nursery rhymes. Weight. One dozen carton—15 pounds. Dimensions: "Musipix"—9¼" long, 3" wide, 5⅝" high.

List Price $5.00

Specifications for No. 80. Individually boxed Three dozen to a carton. Weight. Entire carton approximately 35 pounds. Dimensions: Roly-Poly—3⅞" square, 5 3/16" high.

List Price 79¢

Smart buyers are going places with . . .

F·B·A

HARRY FISHBEIN, PRES.

INDUSTRIES CORPORATION

200 FIFTH AVENUE ROOM 525 NEW YORK 10, N. Y.

A STAR PERFORMER

PROFITS . . . . . YES
VOLUME . . . . . YES
SATISFACTION . . . . YES
and AVAILABLE . . NOW

A ROCKETTE PRODUCT

On Display at the
TOY FAIR—ROOM 930—McALPIN HOTEL

DAYTONA RACER

LEADS THE FIELD
IN YEAR 'ROUND SALES

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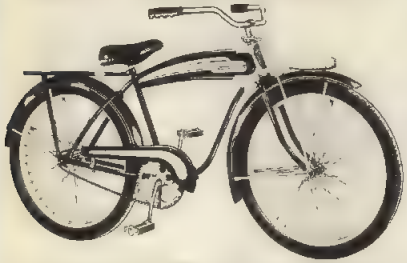
Packed individually in attractive display cartons. Window and store advertising streamers to help you sell. And the price of this better racer is in line—will show a good profit on every sale.

ROCKETTE PRODUCTS COMPANY
5005 EUCLID AVENUE · CLEVELAND 3, OHIO

QUALITY BUILT ROCKET BICYCLES FOR BOYS AND GIRLS

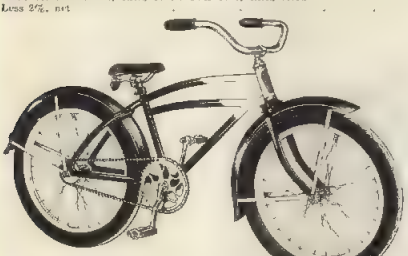


Where price counts, this is the real top sales winner. Not built down to a price level, but full of quality points and many extra features. This beautiful, fully equipped bicycle, famous for its advanced design is built with 18½ in. frame of welded heavy gauge tubing with reinforced flush points, triple plate crown fork with sturdy tubular pronge, and gracefully styled enameled steel truss rods. **Built-in tank and horn**, distinctively styled drive assembly, nationally known **dependable brakes**, modern design full length chain guard, 26 x 2.125 double tube **balloon tires**, streamlined one-piece chrome plated **steerhorn style handlebars on adjustable one-piece drop forged stem**, ball bearing pedals, full length crescent shaped mudguards, and full size double spring saddle with weather proof covering. Accessories include an Ivory enameled airflow torpedo style **headlight**, reinforced **luggage carrier**, jeweled **rear reflector**, and "Kick-up" type **parking stand**. Boys model in new baked chip and mar resistant enamel finish in Rocket Red, girls model in Triumph Blue, both have contrasting Ivory color trim. Shipping weight 58 pounds.

No. 4SM-3306 Boys Model.
No. 4SM-3316. Girls Model
LIST 41.41 Dealer's, each, 39.34. Lots of 3, each, 38.10
Less 2%, net **37³⁴**

The economy model with colorful features . . . That's the new **Rocket!** Notice the advanced streamlined design and all around durability that accounts this custom styled bicycle. Proud owners of the Rocket know that they have received the best by comparing it in performance and design with leading similar priced bikes on the market. This is your most reliable proof that the Rocket is **a real buy . . . a real bike!** An outstanding semi-equipped model built to the same quality specifications as the fully equipped model above. Full size, 18½ in. double bar style frame with quick release drop out fork ends, triple plate crown tubular **prong style fork**, Ivory enameled airflow torpedo style **headlight**, 26 x 2.125 double tube **balloon tires**, **steerhorn style handlebars**, jeweled **rear reflector**, ball bearing pedals with heavy rubber pads, "Kick-up" type **parking stand**, full size double **spring saddle** with weather proof covering. Boys model in Rocket Red, girls model finished in Triumph Blue. Both have contrasting Ivory color trim. Shipping weight 55 pounds.

No. 4SM-3106: Boys Model.
No. 4SM-3116 Girls Model
LIST 41.95 Dealer's, each, 35.12. Lots of 3, each, 33.91
Less 2%, net **33²³**



This streamlined Junior model bicycle is same as the larger deluxe model. A custom styled juvenile model that will thrill youngsters everywhere . . . carefully designed to meet all essential requirements of speed, safety and comfort. This model features all the quality construction and performance of the full size models above. Sturdy 13 inch frame of flush welded heavy gauge tubing, 26 x 2.125 double tube balloon tires, "Kick-up" type parking stand, safety rear reflector and distinctively styled drive assembly with chrome plated main sprocket and crank, heavy rubber peddals. Full length crescent shaped mudguards rigidly supported with cadmium-plated double braces, deeply padded saddle with easy action double truss coil springs and weather resistant cover. Triple baked mar and chip resistant enamel finish with "porcelain-like" qualities. Boy's model in Rocket Red, girl's model in Triumph Blue, both models have contrasting Ivory color trim. Shipping weight 46 pounds.

No. 4SM-1006: Boys Model.
No. 4SM-1016: Girls Model.
LIST 38.95. Dealer's, each, 32.68. Lots of 3, each, 31.55
Less 2%, net. **30⁹²**

STEWART-WARNER BIKE SPEEDOMETER

This complete speedometer measures trip mileage, total mileage and speed with dependability and accuracy. Measures trip up to ten miles and total mileage up to 1,000 miles. May be reset after each trip. Precision built with magnetic type mechanism enclosed in durable case with shatter proof lens, and heavy steel theft-proof bracket. Flexible cable conforms to contour of fork. Noiseless cable gear.
No. 4S-W-785: LIST 5.60
Dealer's, each, 4.18. Lots of 20, each, 3.85 **3⁷⁷**
Less 2%, net . . . . . .

PENNSYLVANIA BICYCLE BALOON TIRES AND TUBES

Made of high grade materials, by modern manufacturing methods. Pennsylvania bicycle tires give miles of safe, comfortable riding.
No. 4S-P-490: 26 x 2.125 tire. LIST 2.45
Dealer's, each, 1.62.
Less 2%, net **1⁵⁹**

No. 4S-P 280: 26 x 2.125 tube. LIST 1.40
Dealer's, each, .92
Less 2%, net. . . . . **90¢**

EA ELECTRIC HORN

Penetrating warning signal, pleasant tone, finished in white baked enamel. Uses 2 standard flash light cells. Length 6⅝ in. Mount on handlebars or fender.
No. 4S EA 71: LIST 2.50
Dealer's, each, 1.50
Less 2%, net. **1⁴⁷**

EA HEADLAMP

White baked enamel finish with shatter-proof lens. Mounts on handlebar or fender. Uses two standard flashlight batteries. Length 8¼ in.
No. 4S-EA-84W: LIST 1.19
Dealer's, each, 71c
Less 2%, net. . . . . **70¢**

EA TWIN TAIL LAMPS

These lamps mount on each side of either front or rear axle. Green on right, red on left side. Baked white enamel finish. Each lamp uses 1 standard flashlight cell.
No. 4S-EA-85: LIST 1.25 per pr.
Dealer's, each, 75c per pr.
Less 2%, net. . . . . **73¢**

GARTON DeLuxe VELOCIPEDE

Frame: 1¼ in tubing - embossed step plate—2-in head **Wheels:** Ball bearing, plated wire spokes—barrel hubs—1¼-in tires—2-piece rubber pedals. **Equipment:** ⅝-in. tubular 2-way adjustable plated handle bar — bell — black leather saddle with coil springs—jumbo hub caps—front fender **Finish:** Maroon frame with white trim

No	Front Wheel	Each	1 Each	Less 2%
9T-3881	12 in	11.56	11.01	10.79
9T-3882	16 in.	12.78	12.17	11.93
9T-3883	20 in.	14.21	13.51	13.24

STANDARD MODEL

Same as **DeLuxe** except, 1-in. tires, ball bearing front wheel, 1-way adjustable plated handle bar, red finish with white trim Bell not included.

No	Front Wheel	Each	3. Each	Less 2%
9T-3878	12 in	8.93	8.44	8.24
9T-3879	16 in	9.95	9.47	9.28
9T-3880	20 in	11.19	10.65	10.44

10-in. model has stamped handle bar and ⅞-in. tubular frame—large models have ⅞-in. solid 1-way adjustable handle bar and 1¼-in tubular frame. All 3 models have ⅝-in rubber tires, metal saddle, wire spokes, red finish with ivory trim

No	Front Wheel	Each	6. Each	Less 2%
9T-3875	10 in	3.95	3.67	3.60
9T-3876	12 in	5.40	5.15	5.05
9T-3877	16 in	6.82	6.50	6.37

24-PIECE DeLuxe FISHING SET

Consists of metal "Carry-Case"; Lawrence level wind reel (100-ft. capacity) 2-section 52-in. "Whippy" steel rod with offset handle; 25-yd. nylon fishing line, double-hook spoon; 10 fish hooks; 4 sinkers; snelled hook; 2-ft. gut leader; colored float; metal bait box; instruction booklet

No. 4T-1078. LIST 6.50 Each, **4.33**
6. each, **3.90.** Less 2%, Net. **3.82**

GARTON COASTER WAGON

Large 17x35 in body, stamped from one piece heavy auto body steel Stamped heavy steel gear with fifth wheel Rubber grip on handle. 10-in. artillery wheels with Chrysler Oilite bearings 1¼-in. rubber tires Red and white finish with aluminum gear and handle Weight 29 lbs.

No. 9T-3904. Dealer's, each, 8.51
3. each, **8.11.** Less 2%, Net **7.95**

SPECIAL ALUMINUM MODEL

A sensational buy in coaster wagons! An ALL ALUMINUM beauty that has the "flash" and "zip" that youngsters go for Its 14½x31 in. body accommodates the average child and so light that the tiny tots can also maneuver it ¾ in rubber tires

No. 9T-3903. Dealer's, each **5.80**
6. each, **5.53.** Less 2%, Net **5.22**

Frame: 1¼ in tubing 2-in head **Wheels:** double row ball bearing -chrome spokes and hubs 1¾-in semi pneumatic tires **Equipment:** adjustable chrome handle bars ball bearing pedals—adjustable cushioned leatherette saddle on coil springs screw-on type hub caps Distinctively deluxe in design and ruggedly constructed to withstand plenty of abuse. Choice of several striking baked enamel finishes.

No.	Front Wheel	Each	3 Each	Less 2%
9T-3884	12 in	17.30	16.50	16.17
9T-3885	16 in	18.70	17.80	17.44
9T-3886	20 in	20.10	19.17	18.79

GARTON PARK CYCLE ENGLISH SIDEWALK BIKE

Frame of 1-in. tubing—1½-in. head, 44 in long 33 in. high. 14-in wheels—wire spokes with barrel hubs. 2-piece rubber pedals 1¼-in rubber tires. **Equipment:** ¾-in tubular 2-way adjustable plated handle bar Fender. Bicycle roller chain and sprocket Ball bearing crank hanger and rear axle Chain adjuster Black leather saddle with coil springs Enclosed chain guard. Jumbo hub caps Rubber covering on rear frame for easy mounting Red finish with white trim—wheels in aluminum

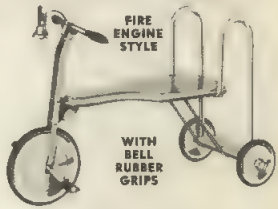
No. 9T-3851. Dealer's, each, **22.79**
3. each **21.71.** Less 2%, Net **21.28**

GARTON PLAY AUTO

Metal body is 37 in. long. Equipped with windshield, seat pad, bumper and fender headlamps. Adjustable pedals 8-in. disc wheels with Hercules bearings of cold rolled steel and ⅝ in. rubber tires Red finish with ivory trim

No. 9T-3861. Dealer's, each, **13.53**
3. each, **12.69.** Less 2% Net. **12.44**

GARTON DeLuxe PEDAL BIKE



For the tiny tots. 20 in high, 28 in long, seat 11 in. high Equipped with bell, step plate and hand rail at rear Tubular handle with rubber grips Pedal wheel 8 in front wheels 5 in ½-in rubber tires. Red finish with white trim A great year-round seller

No. 9T-3852 Dealer's, each, **4.70**
6. each, **4.56.** Less 2%, Net **4.47**

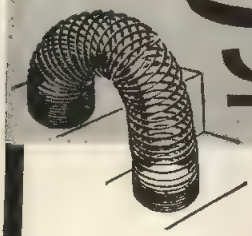
GARTON PARK CYCLE SIDEWALK BIKE

Double bar frame ⅝ in tubing Length, 46 in. Height, 31 in 14-in wheels—wire spokes with barrel hubs 1¾-in. semi-pneumatic tires 2-piece rubber pedals **Equipment:** ⅝-in tubular 2-way adjustable plated handle bar Fenders Bell Parking stand Bicycle roller chain and sprocket Ball bearing crank hanger Chain adjuster. Black leather saddle with coil springs Red finish with white trim

No. 9T-3853. Dealer's, each, **23.14**
3. each **22.04.** Less 2%, Net **21.60**

JAMES INDUSTRIES, INC.

Slinky



The original walking spring toy.
We're looking forward to seeing you.

ROOM 425 HOTEL BRESLIN

BROADWAY & 29TH STREET

JAMES INDUSTRIES, INC.
4932 PORTICO STREET, PHILADELPHIA 44, PENNA.

Genuine *Baby* **YORLIK** *Doll*
(Kilroy spelled backward)

From the famous "Bruce Gentry" comic strip read by millions daily in over 50 leading newspapers

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- ★ *Baby* **YORLIK** (Kilroy spelled backward) is the only doll in the world with an extra set of lips . . *the birthmark on his cheek*
- ★ PLASTIC head, arms and legs are unbreakable! *Each doll sold with a written guarantee*
- ★ Head and limbs move Washable.
- ★ Soft, pliable body for child to cuddle!
- ★ Child can dress and undress *Baby* **YORLIK**.
- ★ Toe length dress, cut full
- ★ 14" overall height. Well constructed
- ★ Individual comic-cartooned boxes, packed 12 to shipping carton
- ★ The daily comic strips make **YORLIK** a year round seller

SUGGESTED RETAIL $4.95.

ORDER TODAY!

Representatives in principal cities

Usual discounts to jobbers, department stores, chains.

ROGER KENT COMPANY
211 NORTH SEVENTH ST.
Plastics
ST. LOUIS (1) MISSOURI

TRADE CONFERENCE

The third annual Mississippi Valley World Trade Conference will be held in New Orleans April 15-16, according to an announcement by Clarence S. Reinerth, general chairman of the committee and president of the Export Managers' Club of New Orleans, sponsors of the event.

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JOHN HOY PROMOTED

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Miss Harris, who came to Lits from Harcum College, was a student in the store's Junior Executive Training Course and has been assistant buyer for about a year and a half. She will return to her home in New York City. Her successor, Mr. Hoy, joined Lits as section manager of Shoes before becoming assistant buyer in the Lamp Department

Mr. Hoy will be succeeded by Paul Shapiro, who has been temporary assistant buyer in the Toy Department Mr. Shapiro was with L. Bamberger for 11 years as associate buyer in toys He studied a merchandising course at Macy's.

HALE-NASS CORPORATION FEATURES NEW POPULAR PRICED SELLERS

Hale-Nass Corporation, 75 Grand St., will display their newly revised 1948 line during the Toy Fair in Room 1066, Hotel McAlpin. In a recent interview, Harry Levine, president of the firm, said: "We have completely revised our line for 1948, adding many new items such as fishing sets and complete fishing outfits on cards and in carrying cases. They all have metal rods and metal reels and retail at popular prices. In addition, we are, of course, showing our popular Hand-Cuff, Police and Detective sets, which have been fast sellers in the jobbing trade for many years Also prominent in our display are our many 5c, 10c and 25c sellers, including Badges, Whistles, Goggles, etc. A newcomer in our line which we will feature is the "Handy Window Cleaner" for washing and wiping windows, mirrors, woodwork, automobile windshields, etc. These Two Way Cleaners come each on a handsome display card to retail for 35c."

Mr. Levine went on to say that their plant is fully equipped with various types of power presses and four slide wire forming machines, welding and plating equipment and complete tool shop. All their items are manufactured in their own plant, enabling them to give dependable service at the lowest possible prices.

Hale-Nass Policeman Set

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ALWAYS **TOPS**

GIBBS

SPRING WINDING
SPINNING

TOPS

Popular for Years

NOW MORE POPULAR
Than Ever Before

Address
All Inquiries or Orders Direct
to

THE GIBBS MFG. CO.
CANTON 2, OHIO, U. S. A.

MERIT STUFFED TOYS

are in a position to fill the requirements of the trade for popular priced

STUFFED TOYS
EASTER RABBITS and NOVELTIES

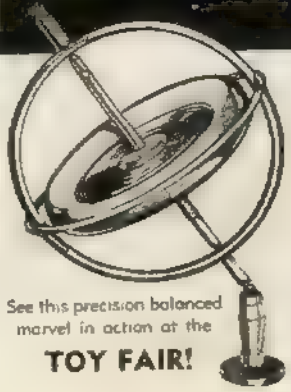
Special Toy Fair Display:
HOTEL McALPIN—ROOM 1039
Harry Klein
Louis Blenner - - - H. B. Rogow

A TOY OF Merit MADE IN U.S.A.

MERIT TOY CO.

Factory and Permanent Showrooms:
627 BROADWAY
NEW YORK, N. Y.
Producers of "Toys of Merit"

BY FAR — *the best looking and most sturdily constructed* GYROSCOPIC TOP IN ITS PRICE CLASS!



GYRO JUNIOR

complete with solid aluminum pedestal

See this precision balanced marvel in action at the
TOY FAIR!

- Universal appeal for both young and old
- Spins on pedestal, string, finger tip, pencil point, etc.
- Spot welded; nickel plated
- Large as our dollar model

50¢
Approximate retail price

Sales representatives — BIEMANN, SEABREY CO. — 1107 BROADWAY, N.Y.C.

THE *Chester* MANUFACTURING CO.
PASSAIC, N. J.

"WAYNE DOLLS"
WILL BE SHOWING IN
—ROOM 505—
—McALPIN HOTEL—
DURING THE TOY FAIR

See These
Popular Priced
QUALITY DOLLS
and
PLUSH ANIMALS

Gus B. Wayne
Edward Robinson
J. Mack Thomas, Jr.
Bill Yarborough
H. Hurst
Joe Lesser

WRITE FOR SAMPLES

"Export Trade Invited"

WAYNE PRODUCTS CO., INC.
Showroom and Office:
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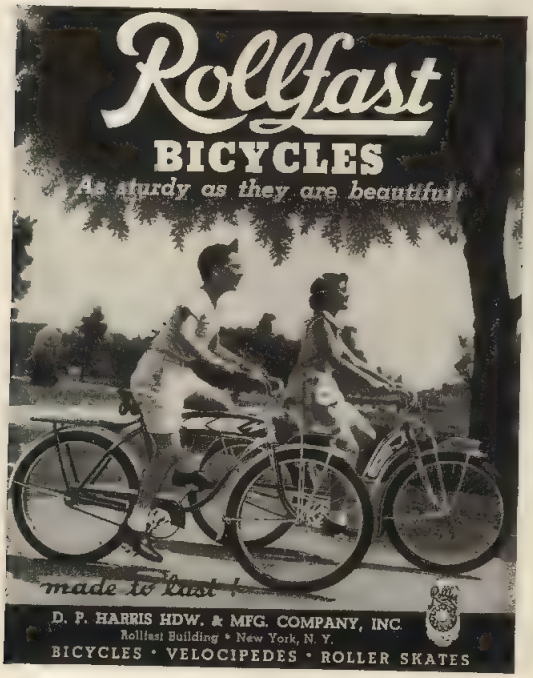

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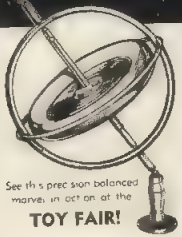

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7. Rose-breasted Cockatoo. *(Cacatua eos)*

MEET
DAFFY DILLY*

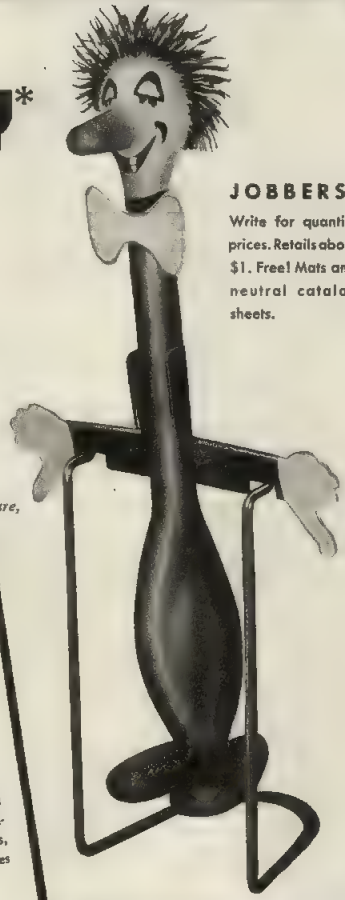
- He's always swinging . . .
- He's always swaying . . .
- He never tires . . .
- He keeps going forever . . . he's the nearest thing to perpetual motion.

Daffy Dilly is the original "Yes Man" that everybody has been waiting for. His acrobatic actions make sales soar and profits zoom.

No gears, springs, or windings to worry about. Unconditionally guaranteed. Individually boxed for fast counter selling.

If Daffy Dilly resembles any character, person, or figure, it is strictly coincidental.

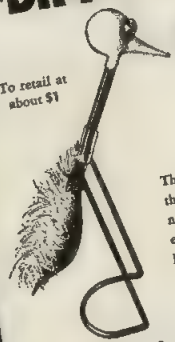
*Reg U. S. Pat. Off. Pend.



JOBBERS:
Write for quantity prices. Retails about $1. Free! Mats and neutral catalog sheets.

"DIPPY DILLY"*

To retail at about $1



NOW! . . . WITH THE "NEW LOOK"

The original "yes" bird now has the new look! Trimmed in all new, brilliant colors and feathers and rust-proof rolling eyes, he's ready to attract new sales and friends.

ALWAYS DIPPYING.. NEVER DALLYING!

Immediate delivery. Unconditionally guaranteed. Individually boxed.

*Reg. U. S. Pat. Off. Pend.

ROYAL ROBIN

The Home of the famous "Dippy Dilly"

[illegible] EAST 19th STREET, NEW YORK 3, N. Y.

Write for New Flyer with NEW, EXCLUSIVE Items

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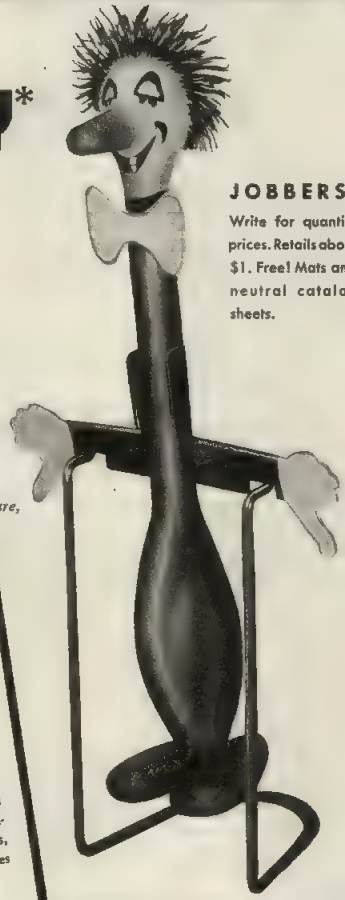

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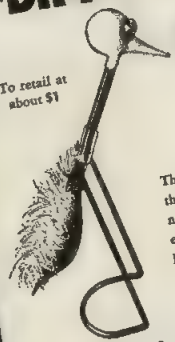

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ALWAYS DIPPYING.. NEVER DALLYING!

Immediate delivery. Unconditionally guaranteed. Individually boxed.

*Reg. U. S. Pat. Off. Pend.

ROYAL ROBIN

The Home of the famous "Dippy Dilly"

[illegible] EAST 19th STREET, NEW YORK 3, N. Y.

Write for New Flyer with NEW, EXCLUSIVE Items

Roy Rogers

WILL

"ROPE IN"

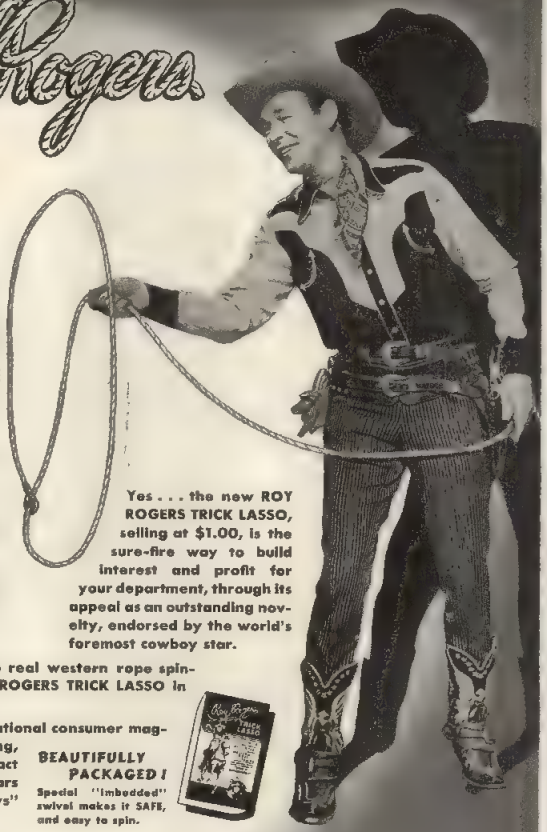
EXTRA PROFITS

FOR YOU WITH THE

NEW

ROY ROGERS

TRICK LASSO



Yes . . . the new ROY ROGERS TRICK LASSO, selling at $1.00, is the sure-fire way to build interest and profit for your department, through its appeal as an outstanding novelty, endorsed by the world's foremost cowboy star.

Any child can learn to do real western rope spinning feats with the ROY ROGERS TRICK LASSO in a matter of minutes.

Immediate plans call for national consumer magazine and radio advertising, reaching MILLIONS. So act fast . . . get the full particulars on this "King of the Cowboys" offering today.

BEAUTIFULLY PACKAGED!

Special "imbedded" swivel makes it SAFE, and easy to spin.

AT THE TOY FAIR . . .

SAM DRELICH & SON
Rooms 319-325
200 Fifth Avenue
New York 10, N. Y.

KNOX-REESE, MFRS.
PHILADELPHIA 39, PA.

Roy Rogers

WESTERN

SPURS

FOR THE YOUNG "COWBOY" TRADE

Yes — pardner — here's another popular priced "star" for your line of junior "cowboy" equipment — ROY ROGERS WESTERN SPURS, to retail at 50c. Millions of boys will want this latest ROY ROGERS offering. They're pre-shaped from tarnish-proof aluminum—quickly and easily attachable and adjustable, with colorful laces.

Better still—they carry the name of the world's foremost cowboy star—ROY ROGERS—which makes them a natural for quick turnover and profit.

AT THE TOY FAIR

SAM DRELICH & SON
Rooms 319-325
200 Fifth Avenue
New York 10, N. Y.

KNOX-REESE, MFRS.
PHILADELPHIA 39, PA.

WE TAKE PLEASURE IN ANNOUNCING THE FOLLOWING REPRESENTATIVES:

Northeast
SAM DRELICH & SON
Rooms 319-325, 200 Fifth Ave., New York

Midwest
HUGH D. KENNEY
1443 Merchandise Mart, Chicago 54, Ill.

Southwest
J. E. (JOHN) SMITH
222 Southland Hotel, Dallas 2, Texas

West
AL AUGER
1355 Market Street, San Francisco, Calif

Attractively packaged in colorful box featuring a swell picture of ROY ROGERS, himself.

Shoot Your Profits to a New High
ROUNDUP
PISTOL & HOLSTER SETS
MANUFACTURED BY
CARNELL MFG. CO. INC.
774 FULTON STREET • BROOKLYN, N. Y.
VISIT US AT THE
N. Y. TOY SHOW
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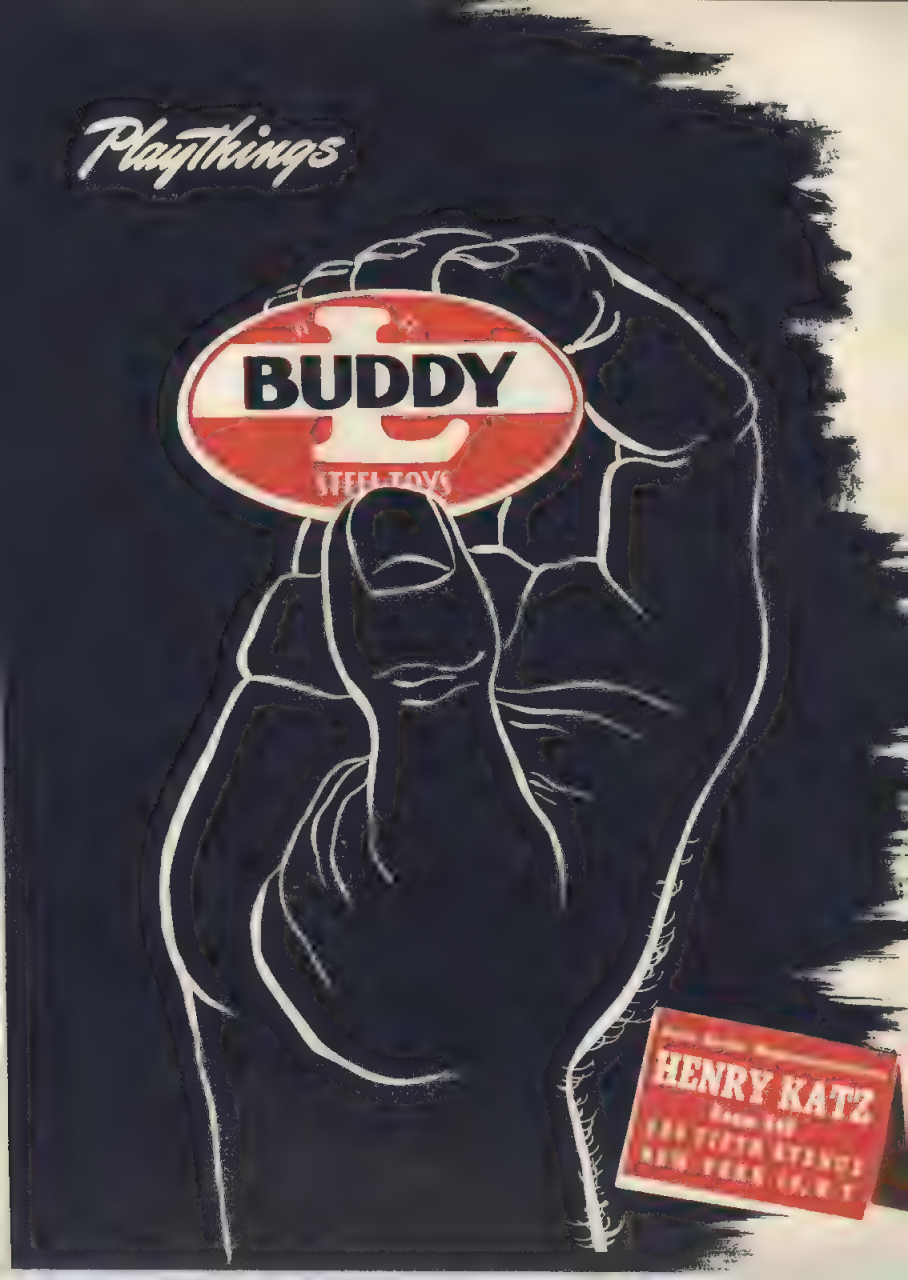
RUMALU
Mechanical
MOTOR BOATS and SAIL BOATS

These toys have everything—action, beauty, craftsmanship and play value. All motors for RUMALU boats are durable, heavy spring steel winding motors with stop and start clutch and will give long, lasting, dependable service.

A complete line of mechanical motor boats and sail boats.

RUMALU QUALITY *Means the Best!*

RUMALU TOY MANUFACTURING CO., BOSTON, MASS.


BUDDY
STEEL TOYS
HENRY KATZ

RUSHTON COMPANY

CUDDLE PANDA

Black and white rayon plush Panda bear. Sewn eyes and embroidered nose Packed in clear window container.

No.	Size	Wt. per ctn.	Per doz.
214/15	15 in.	8 lbs.	$48.00
214/12	12 in.	6 lbs	32.00

MUSICAL PANDA

Same as No. 214/15, but with long playing Swiss music box inside.

No.	Size	Wt. per ctn.	Per doz.
214/18M	18 in.	10 lbs.	$120.00
214/14M	14 in.	6 lbs.	96.00

TEDDY BEAR

Long pile rayon plush jointed bear, gold or brown, otherwise same as No. 214/15

No.	Size	Wt per ctn.	Per doz.
16/14	14 in.	8 lbs.	$64.00
16/11	11 in.	6 lbs.	48.00

MUSICAL TEDDY BEAR

Same as No. 16/14, but with Swiss music box inside. Gold color only.

No.	Size	Wt. per ctn.	Per doz.
2102M	13 in.	6 lbs.	$113.60

All above, one-half dozen in a carton

CUDDLE BEAR

Two-tone brown and peach rayon plush bear. Sewn eyes and embroidered nose. Packed in individual clear acetate container, tied with satin ribbon and bows.

No.	Size	Wt. per ctn.	Per doz.
24/9	9 in.	8 lbs.	27.20

One dozen in a carton

Same as No. 24/9, but larger size and packed in individual clear window container

No.	Size	Wt per ctn.	Per doz.
24/12	12 in.	12 lbs.	$32.00
24/15	15 in.	8 lbs.	$48.00

One-half dozen in a carton

MUSICAL BEAR

Same as No. 24/15, but with long playing Swiss music box inside.

No.	Size	Wt. per ctn.	Per doz.
24/18M	18 in.	10 lbs.	$120.00
24/14M	14 in.	8 lbs.	96.00

One-fourth dozen in a carton

CUDDLE KITTY

Gray and white rayon plush kitty. Sewn eyes and embroidered nose. Packed in individual clear acetate container, tied with satin ribbon and bows

No.	Size	Wt. per ctn.	Per doz.
25/12	12 in.	12 lbs.	$32.00
25/9	9 in.	8 lbs.	27.20

One dozen in a carton

KITTY

Gray rayon plush kitty, otherwise same as No. 25/12.

No.	Size	Wt. per ctn.	Per doz.
50/5	5 in.	8 lbs.	$27.20

One dozen in a carton

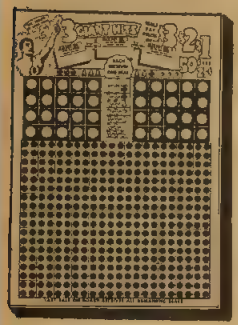
Sackman Showroom has "New Look"

The newly decorated showrooms of Sackman Brothers Co., 200 Fifth Avenue, New York City, manufacturers of Yankiboy Playclothes, are done in a simple ranch style. Highlighted by rustic cedar walls and shelves, the showrooms create a remarkably interesting background for the display of Sackman Brothers products.

In this impressive outdoor-like setting, about seventy-five mannikins, dressed in Sackman Playclothes, are placed about the rooms These feature Roy Rogers Cowboy Suits, Big 4 and Big 5 Baseball Suits, and a host of cowboy, Indian, fireman, police, and cowgirl suits. Displayed on nearby open shelves are Roy Rogers Hats and various cowboy chaps and vest sets. Carefully selected pictures on Western themes and a striking mural carry out the motif.

Sam Cylinder, Sales Manager of Sackman Brothers, designed the displays, which were constructed by the Rustic Furniture Co of Williamstown, N. J., in authentic western motif

Flashy Salesboards For Quick Profits



Three Giant Hits

No. 140T868—Three Giant Hits. A striking new super sensational punch board Bright and flashy Has 300 super jumbo holes at 25c per hole—8 tickets in each hole Slot symbol tickets Three white giant 1-2 jackpots. Board takes in $99 00 Has definite payout of $17 00 plus cost of 3 giant hits.
Each **$4.95**

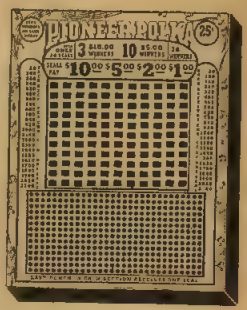
SALES LEADERS IN LATEST STYLE PUSH CARDS

Beer Cards. A real winner that packs plenty of player appeal All 12 hole beer cards—all pay out 12 quarts of beer Every punch wins a quart of beer.

No.	Per sale	Take	Per dozen	Per 100
362	1c to 39c	$4.00	45c	$3.30
363	1c to 29c	3.10	45c	3.30

Wine Cards. Same style card as above Amazingly popular new card—every punch wins a bottle of wine Made in fast selling 24 hole size—all pay out 24 bottles of wine.

No.	Per sale	Take	Per dozen	Per 100
364	1c to 69c	$14.75	55c	$3.90
365	1c to 79c	17.00	55c	3.90



New Pioneer Polks

No. 140T841—Pioneer Polks. A giant in punch personality and profits. Brightly colored to appeal to all Has 420 jumbo holes at 25c per hole. Straight number tickets—five numbers on each ticket. Board takes in $105.00. Has an average payout of $53.94.
Each **$4.40**

A sensational new style card that is amazingly popular Player pays what he punches and every punch is a winner Ideal for all occasions and locations. The twelve hole card pays out twelve articles and the twenty-four hole card pays out twenty-four articles Supplied in the following stock sizes'

Catalog Number	No. Holes	Per Punch	Takes In	Per Dozen	Per 100
350	12	1c to 29c	$3.00	45c	$3.30
351	12	1c to 39c	4.00	45c	3.30
352	12	1c to 49c	5.00	45c	3.30
353	24	1c to 29c	6.45	55c	3.90
354	24	1c to 39c	8.00	55c	3.90
355	24	1c to 49c	10.00	55c	3.90

Cigarette Cards. Get your share of the easy and fast profits possible with a cigarette card. A fast selling board that packs plenty of player appeal—truly a sensation. In three popular sizes.

No.	Holes	Per sale	Take	Payout	Per dozen	Per 100
359	240	3c	$ 7.20	29 pkgs.	$1.50	$12.00
360	200	5c	10.00	40 pkgs.	1.25	9.75
361	150	1c to 15c	21.45	90 pkgs.	1.00	7.50

Baseball Push Cards. A smash hit that has plenty of winners for extra fast sales. Features baseball style award symbols and is attractively printed in full color for added appeal All are 100 hole size at 5c per sale. Take in $5.00 and has a definite payout of $2.65.

No.	Style	Per dozen	Per 100
366	Baseball	75¢	$5.10
367	Football		
368	Basketball		

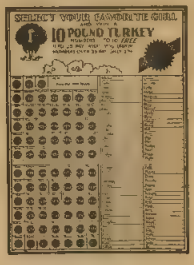
Newest Name Style Master Seal Cards. A popular style card that has winning name printed under large colorful master seal Has cheaterproof concealed numbers under punches that range from 1c to 49c per sale. All are 24-hole size.

No.	Per sale	Take	Per dozen	Per 100
356	1c to 29c	$ 6.00	65¢	$4.65
357	1c to 39c	8.25		
358	1c to 49c	10.50		

MIDGET SALESBOARDS PUSH & TURKEY CARDS

NO. 410 REGULAR MIDGET BOARDS

No. of Holes	Size of Board	Price Each
100	2⅝x 4½	$0.40
120	2⅝x 4⅞	.44
200	4¾x 6⅛	.47
300	4⅞x 5⅛	.55
400	4⅝x 7⅝	.63
500	4¾x 9	.65
600	5¾x 9⅛	.75
800	7 x 9⅛	.88
1000	8⅝x 9⅝	.80
1200	10⅛x 9⅜	1.38
1500	11 x11¼	2.28
2000	10⅝x12	2.90
2500	10¾x14¾	3.55
3000	10⅝x15¾	4.18

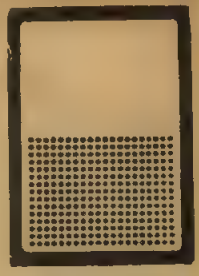


NO. 413 NEW STYLE TURKEY PUSH CARDS

Each card with printed heading as illustrated and pays out one Turkey. Carried in stock in the following sizes.

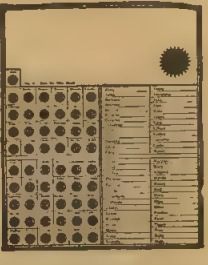
No. of Holes	Takes In	Price Per Dozen	Price-Per 100
50	16.45	$0.75	$5.70
100	21.45	.85	6.45

ADD 10c PER BOARD FOR SECTION FRONTS ON NOS. 410 AND 411



NO. 411 BABY MIDGET BOARDS

No. of Holes	Size of Board	Price Each
50	1⅞x 2½	$0.40
100	2 x 3¼	.42
150	2⅜x 2¾	.46
200	3⅜x 4¼	.50
300	3¼x 5	.54
400	3¼x 5⅝	.63
500	3⅞x 5⅝	.69
600	3⅛x 6¼	.75
800	4¾x 6⅛	.88
1000	5⅜x 6⅛	1.03
1200	6¾x 6⅝	1.38
1500	7⅛x 8⅛	2.28
2000	7⅛x 9⅝	2.96
2500	7¼x 9¾	3.55
3000	7 x10⅞	4.23
4000	11⅛x11⅛	5.50
5000	13½x11⅛	6.75
6000	11⅛x14⅞	9.25
8000	10⅜x16½	12.10
10000	10⅞x19⅝	15.00

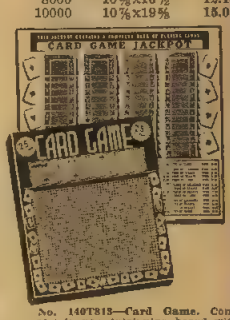


NO. 412 REGISTER PUSH CARD

The concealed numbers run from one up, all thoroughly mixed and scattered. Large space is provided for writing name of players. Cards can be folded so as to make it convenient to carry in pocket. Carried in stock in the following sizes

No. of Holes	Per 100	Per Dozen
10	$3.30	$0.45
12	3.30	.45
15	3.60	.50
20	3.60	.50
25	3.90	.55
30	3.90	.55
40	4.80	.65
50	5.10	.70
60	5.10	.70
70	5.70	.75
80	5.70	.75
100	6.45	.85
120	6.60	.90
150	7.50	1.00
200	8.85	1.20

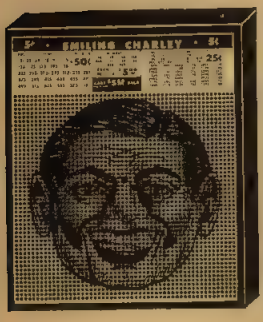
No. 140T837—Draw A Card. A new style book cover punch board with plenty of sales appeal. Features ever popular poker style tickets. Super thick board features 600 regular midget holes at 25c per punch. Try to fill in the blank card. Takes in $150.00 and has definite payout of $108.00.
Each **$2.57**



No. 140T813—Card Game. Completely new intriguing board with two popular styles of play. Board features slot machine style tickets and jackpot board contains a complete deck of playing cards (52). One board completely uses up one jackpot card. Has 1496 regular midget holes at 25c per sale. Takes in $374.00 and has definite payout of $262.00.
Each **$7.73**

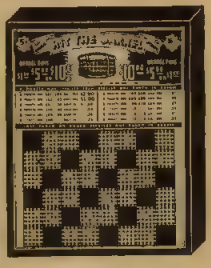
Latest Colorful Sales Boards

FASTER PROFITS



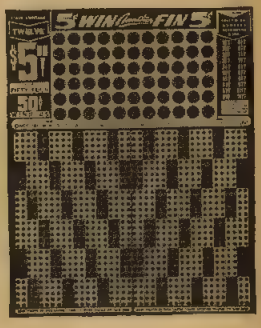
Smiling Charley

No. 488—Smiling Charley. A quick action money maker that gets loads of fast play. Has numerous consolation winners for added player appeal. Supplied in 2500-hole size at 5c per sale. Takes in $125 00 and pays out $55.00.
Each **$4.13**



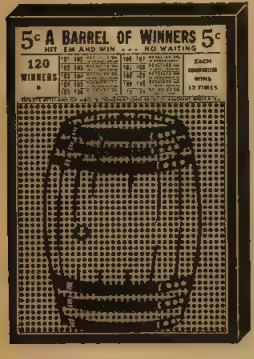
Hit The Barrel

No. 549—Hit the Barrel. A sensational new board that provides a barrel of profits. A super fast seller with sixty-six winners that makes it tops in popularity Supplied in 1200-hole size at 5c per sale Takes in $60 00 and has an average payout of $36 73.
Each **$2.88**



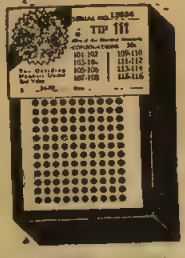
Win Another Fin

No. 1497S11—Win Another Fin. A snappy giant size board that pops up your sales and sends your profits soaring With plenty of flash and color it features loads of winners that keep 'em punching Supplied in sensational 1200-hole size at 5c per sale. Features plenty of flashy metallic foil seals for the big winners. A super speedy flashy board that breaks all records for fast sales and quick action Takes in $60 00 and has average payout of $29.04.
Each **$4.27**



Barrel of Winners

No. 513—A Barrel of Winners. Brimful of fast action with plenty of winners to make this the biggest, best and busiest board of 'em all. A steady money maker on all locations that keeps the cash rolling in. Supplied in popular 1440-hole size at 5c per sale. Takes in $72.00 and has definite payout of $61 00.
Each **$2.43**



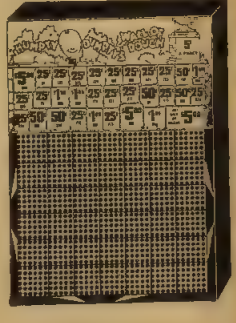
TIP STYLE BOARDS

No. 475—Tip Board. A very popular number in 120-hole size with one grand prize seal and eight consolation awards Board shows a "Tip" number which gives advance information on possible grand prize winner. Operator can set his own price per sale and pay-out.
Each ..... **52¢**

No. 476—Tip Board. Same as above but 240-hole size.
Each ..... **69¢**

No. 424—Jumbo Thick Tip Board. A remarkably fast selling board that is the same 120-hole size as described above, but in extra jumbo thick style
Each ..... **72¢**

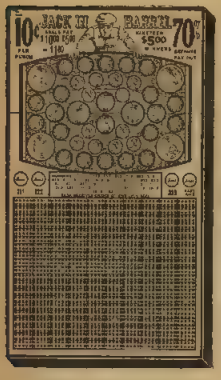
No. 423—Jumbo Thick Tip Board. A popular board that is the same 240-hole size as described above but in extra jumbo thick style.
Each ..... **84¢**



Humpty Dumpty

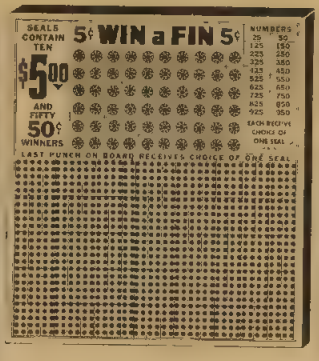
No. 558—Humpty Dumpty's Wall of Dough. A new sensational novelty board that will send the profits tumbling in Flashy and decorative with a bright comic illustration for added appeal. A wealth of winners that provides rapid sales and speedy action Supplied in 1184-hole size at 5c per punch. Takes in $59.30 and has a definite payout of $37.00.
Each **$2.82**

Profits Soar With Salesboards



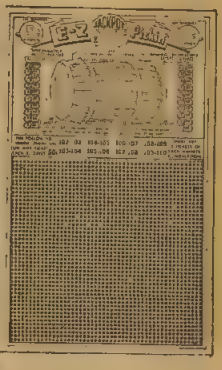
No. 140T802—Jack In Barrel. Contains real money nickels, dimes, quarters, half dollars and silver dollars—in place of seals. Coins total $8.40. Made in newest popular semi-thick style with flashy eye-catching colors. Made in 2000-hole size at 10c per sale. Takes in $200.00 and pays out $139.00.

Each **$16.60**



No. 479—Win A Fin. A new snappy large size board that has plenty of flash and color. A sure money-maker on all locations, this sensational board features super jumbo holes and surprise awards concealed by metallic seals. Made in 1000-hole size at 5c per sale. Takes in $50.00 and has average payout of $26.25.

Each **$3.74**



No. 498—E-Z Pickin'. One of the fastest selling jackpot boards on the market. Features write-in jackpot that can be increased on each additional board until the winner is all. Supplied in 2100-hole size at 5c per sale. Takes in $120.00 and has average payout of $75.00 based on a starting jackpot of $20.00.

Each **$2.70**

No. 627—Trade Market. A real profit maker of a board that is just bursting with fast player appeal. Features 16 sectional winners each receiving amount indicated in trade. Made in 1000-hole size at 5c per sale. Takes in $100.00 and pays out $61.00.

Each **$4.39**

No. 626—Our Leader. A colorful new fast selling board with 24 sectional winners each receiving amount indicated in trade. A sensational board which shoots the fast profits your way. Comes in 3600-hole size at 5c per sale. Takes in $180.00 and pays out $54.00.

Each **$7.47**

Cigarette and Beer Boards

Penny Cigarette Sale

No. 482—Cigarette Board. A snappy flashy eye-catching board that tops 'em all in fast play. A consistent money-maker. It is made in 1,000 hole size at 1c per sale. Takes in $10.00 and pays out 35 packs of cigarettes.

Each	Each, in lots of 12	Each, in lots of 100
95¢	**90¢**	**80¢**

No. 501—Lovely Lady Cigarette Board. Same take and payout as above but has enticing glamor girl on label.

Each	Each, in lots of 12	Each, in lots of 100
95¢	**90¢**	**80¢**

Have A Beer

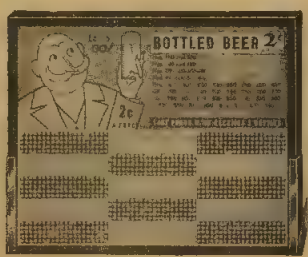
No. 432—Beer Board. A sensation that sells fast on all locations. Makes in the profits. Has plenty of winners that really gets the play. A steady money maker. It has the flash and color that gets real fast action and faster profits. Made in popular 1000 hole size at 1c per sale. Takes in $10.00 and pays out 55 steins of beer. A real giant in sales appeal.

Each	Each, in lots of 12	Each, in lots of 100
95¢	**90¢**	**80¢**

Cigarette Board

No. 503 — Combination Cigarette Board. A fast selling major action cigarette board. Just though small in size fairly bulges with flashy player appeal. Has loads of winners that assure faster play and quicker profits. Supplied in 600-hole size at 5c per sale. Takes in $30.00 and pays out 30 packages of cigarettes.

Each ..... **65¢**



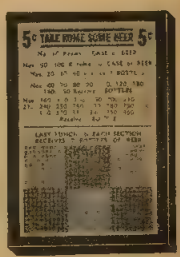
Bottled Beer

No. 417—Bottled Beer Board. A fast selling sectional front board that draws a fast play. Supplied in 1,500-hole size at 1c per sale. Takes in $15.00 and pays out 80 bottles of beer.

Each .. **$2.78**

No. 418—Bottled Beer Board. Same as above. But has 1,500 holes at 2c per sale. Takes in $30.00 and pays out 120 bottles of beer.

Each **$2.78**



Beer Board

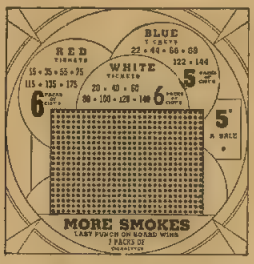
No. 496 — Beer Board. A fast worker that pays off in the tantalizing refreshment — beer. Features a case of beer as the major award. Made in popular 600-hole style at 5c per sale. A superior beer board that is top in sales and fast action. Takes in $30.00 and pays out 108 bottles of beer.

Each ..... **80¢**

ATTRACTIVELY DESIGNED SALESBOARDS

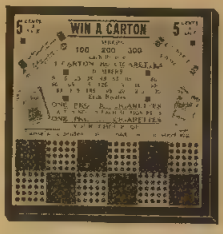
Newest!!!

No. 492—Smooth Salin. This board sells the profit right into your pocket. A fast selling 320 hole board at 5c per sale. Takes in $16.00 and has an average 38 to payout.
Each **$1.43**



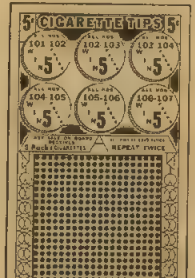
No. 589—More Smokes Cigarette Board. A sensationally fast selling colorful board with plenty of winners for snappy action. Features red white and blue number style tickets for added sights. Made in popular extra thick 600-hole size at 5c per sale. Takes in $30.00 and pays out 135 packages of cigarettes.
Each **$1.31**

Latest!!!



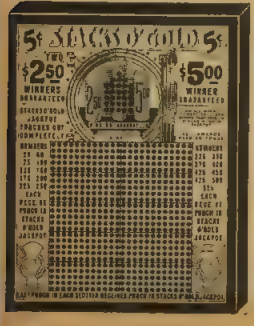
No. 600—Win a Carton Cigarette Board. There are three big winners and you can depend on this board to win you plenty of profit. New 300-hole size at 5c per sale. Takes in $15.00 and pays out 65 packages of cigarettes.
Each ..... **57¢**

No. 472—Hooperdoo. A quick action 600 hole board at 5c per sale that will whoop in the cash. Takes in $30.00 and pays out $14.10.
Each **$1.27**

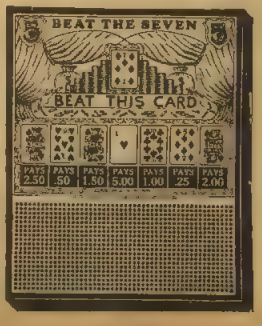


No. 502—Cigarette Board. A popular style thick cigarette board featuring tip type number tickets with tantalizing big winners for added player appeal. Supplied in thick 400-hole size at 5c per sale. Takes in $20.00 and pays out 91 packages of cigarettes.
Each **$1.10**

No. 427 Jitney Smoker. A new snappy cigarette board with 400 holes at 5c per sale. Sells out complete. Takes in $20.00 and pays out 100 packages of cigarettes.
Each ..... **99¢**



No. 452 — Stacks Of Gold. A sensational board unparalleled in its popularity or quick sales. A real action getter with its unique step-up Jackpot. This popular 500-hole board at 5c per sale will stack up the profits for you. A quick and easy way to make quick and easy profits. Takes in $30.00 and pays out $15.20.
Each **$1.84**



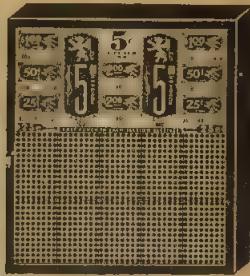
No. 552—Beat The Seven. A colorful new board with playing card symbols that take them all in quick action and fast profits. High and low nine also be played on this sensational board. Has plenty of consolations and winners to keep it moving. Supplied in popular 1000 hole size at 5c per sale. Takes in $50.00 and has definite payout of $22.50.
Each **$1.47**

Flashy Fast Selling Sales Boards

Lucky Dogs

No 481—Lucky Dogs. An extremely fast selling board that is tops in popularity. Features plenty of big winners that make it a smash hit. Added appeal is enhanced by bright colorful metallic foil seals. A real eye catcher of a board if there ever was one. Features five [illegible] $1.00 winners that help speed up the fast play. Supplied in 1500-hole semi [illegible] size at ever pop[illegible] [illegible] per sale. Takes in $75.00 and has payout of $37.00.
Each **$3.17**

No. 523—Lucky Dogs. An extremely fast selling board that is tops in popularity. Features plenty of big winners that make it a smash hit. Added appeal offered by bright metallic seals. Supplied in 3000-hole size at 5c per sale. Takes in $150.00 and has a definite payout of $109.00.
Each **$8.29**



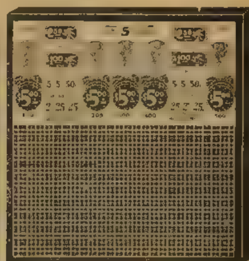
Twin Five

No. 429—Twin Five. It's snappy!! It's flashy!! And a real fast seller. A knockout of a board with plenty of winners for quick action. Bright and colorful design with metallic foil seals, attracts added attention. Made in quick moving 1000-hole size at 5c per sale that keeps profits rolling right into your pockets. Takes in $50.00 and pays out $24.[illegible]
Each **$1.73**

Tri-Five

No 421—Tri Five. A snappy new board that strikes a new high in sales and fast profits. A [illegible] a [illegible] money maker will loads of flash and color. Attracting [illegible] tion with its eye catching metallic foil seals. Has three big winners that will draw the play. A fast selling 1500-hole board with 300 free punches at 5c per sale. Takes in $60.00 and pays out $36.00.
Each **$3.30**

No. 511—Speedy Big Four. A super speedy flashy board that breaks all records for fast sales and quick action. Made in popular 1000-hole size at 5c per sale. Takes in $50.00 and has definite payout of $26.00.
Each **$1.84**

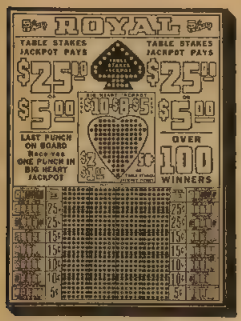


Five Big Fives

No. 4528—Five Big Fives. A smash hit that is packed with player appeal for faster sales. Brings the big profits rolling in at a fast clip. Features five tempting $5.00 winners and boasts an attractive eye-catching design with flashy sparkling metallic foil seals. You'll say it's one of the fastest moving 5c boards that you've seen. Supplied in 1500-hole size at 5c per sale. Takes in $75.00 and has definite payout of $38.00.
Each **$3.26**

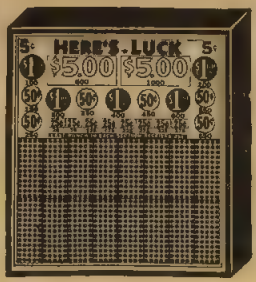
LATEST MODERN FAST SELLING BOARDS

Popular Styles



No. 4419—Royal. Features plenty of winners—over 100. Has ever popular power hand style tickets that make this board a sure hit and a big money maker. Supplied in 600-hole size at 5c per sale. Takes in $30.00 and has average payout of $16.93.

Each **$2.75**

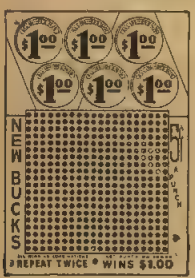


No. 434—Here's Luck. Has two big $5.00 winners and plenty of other smaller ones. You can't miss with this fast 1000-hole board at 5c per sale. Takes in $50.00 and has definite payout of $24.00.

Each **$1.71**

No. 140T807—The Real McCoy. Right at the top when it comes to player appeal. A colorful board with plenty of winners and dummy seals at $5.00 and $1.00. Made in popular 1000-hole intermediate run style at 5c per sale. Takes in $50.00 and has definite payout of $24.50.

Each **$2.73**



No. 843—New Bucks. A sensational small size extra thick board featuring dollar winners that produces plenty of action. Supplied in fast selling 400-hole size at 5c per sale. Takes in $20.00 and has definite payout of $13.00.

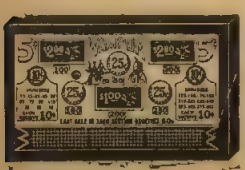
Each **$1.24**

No. 821—Win A Buck. A novel smash hit that brings the money rolling in. Features plenty of dollar winners and is a super fast seller on all locations. Made in popular 400-hole size at 5c per sale. Takes in $20.00 and has definite payout of $13.00.

Each **$1.10**

No. 1404803—Game of Dollars. Answers the popular demand for a fast selling midget 5c board with real player appeal. All payouts are dollar payouts assuring fast action at all times. Supplied in 400 hole style at 5c per sale. Takes in $20.00 and has total payout of $13.00.

Each ..... **98¢**



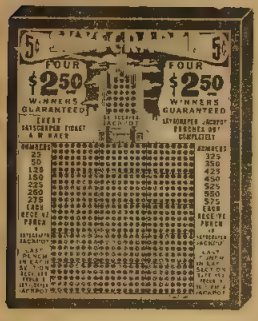
WAMPUM

No. 423—Wampum. A little board with plenty of punch appeal. Features colorful metallic foil seals that help bring in the sales. This fast little 300-hole board will sell out in a jiffy at 5c per sale, bringing the wampum into the profit side of the cash register. Takes in $15.00 and pays out $9.35.

Each ..... **81¢**

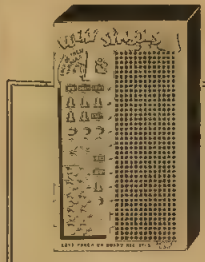
NEW STYLE SALES BOARDS FOR FASTER PROFITS

Snappy and Flashy — Newest Designs



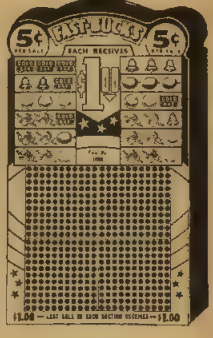
Skyscraper

No 445—Skyscraper. A new 600-hole jackpot board at 5c per sale. High above them all when it comes to getting the play. Takes in $30.00 and pays out $15 25
Each **$1.84**



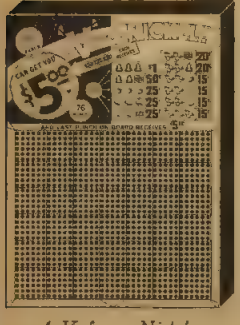
Lucky Symbols

No. 541—Lucky Symbols. A small board with a big profit. Colorful, snappy and new. It has great player appeal and is a rapid seller right to the last punch. Features slot machine style tickets with plenty of $1 winners. Supplied in 820-hole size at 5c per sale. Takes in $26 00 and has a definite payout of $12 00
Each **$1.24**



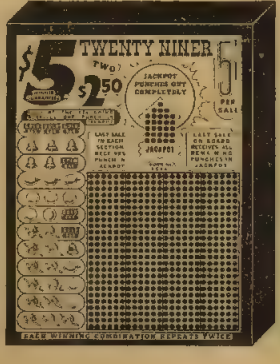
Fast Bucks

No. 457—Fast Bucks. It's the newest—the latest—and the fastest selling new board we've got. Made in newest popular die-cut special thick style with slot machine symbol tickets. Has plenty of winners that really bring the money rolling in. Made in 484 hole size at 5c per sale. Takes in $24.20 and pays out $15.00.
Each **$1.32**



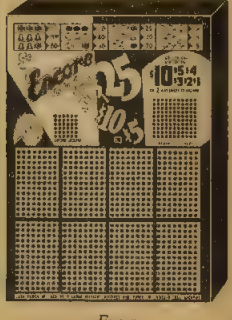
A V for a Nickel

No 562—A "V" for a Nickel. An extremely sensational board proclaiming the alluring slogan of $5 for a nickel. A popular favorite with slot machine style tickets, big winners, and plenty of consolation prizes. A bright, flashy, colorful board that cannot be passed up. Supplied in 1184-hole thick size at 5c per punch. Takes in $59.20 and has a definite payout of $28 20.
Each **$2.82**



Twenty Niner

No 507—Twenty Niner. A flashy board that is packed with quick action and sure sales. Ideal 5c punchboard with generous prizes and plenty of consolation winners. Everyone's favorite! Popular slot machine style tickets guarantee added interest. Supplied in 800-hole special thick size at 5c per sale. Takes in $30 00 and has a definite payout of $15 40
Each **$2.01**

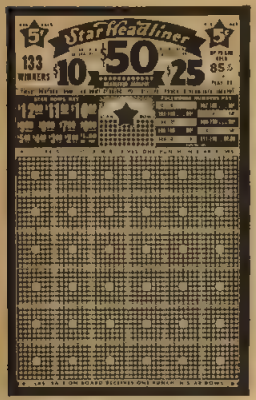


Encore

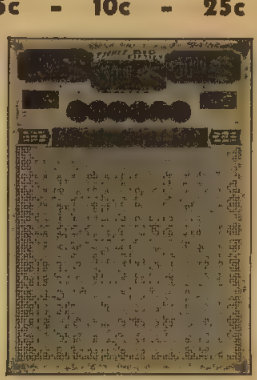
No 568—Encore. A fascinating, ever popular board that answers the demand of the players. Large winners, slot machine style tickets, and step up jackpot provides a wide range of public appeal. A brightly colored number that cannot be overlooked. Supplied in 1000 jumbo-hole thick size at 5c per sale. Takes in $50 00 and has an average payout of $25 22
Each **$3.63**

Top Flight Salesboard Sensations

Latest 5c - 10c - 25c Boards

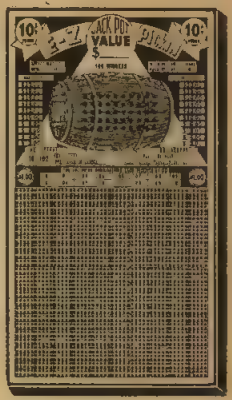


No. 554—Star Headliner. A smash hit that is packed with player appeal for faster sales. New, different and flashy in design with lots of winners that really get the fast play. Has step-up jackpot with alluring top awards. Features large jumbo size holes for added appeal. Right up to the minute in quick play. Made in 2304 hole size at 5c per sale. Takes in $115.20 and has average payout of $79.08.
Each $8.22



No. 140TS05—Three Big Fifties. A dandy board that boasts a multitude of flashy metallic foil seals in bright colors. Features miniature holes and has three big prizes of $50.00 each all protected. Alluring big winners guarantee quick action and fast profits. Supplied in 6000-hole micro-thin style at 10c per sale. Takes in $600.00 and has definite payout of $355.00.
Each $11.15

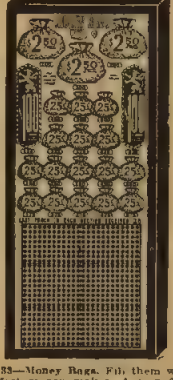
No. 4412—Two Big Fifties. Features two $50.00 winners. Supplied in 3000-hole size at 10c per sale. Takes in $300.00 and has definite payout of $285.00. Protected.
Each $9.17



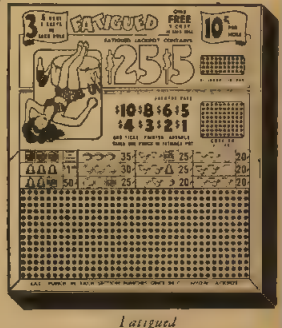
No. 496—E-Z Pickin'. One of the fastest selling jackpot boards on the market. Features write in jackpot that can be increased on each individual board until the winner is hit. Supplied in 2400-hole size at 10c per sale. Takes in $240.00 and has average payout of $150.00 based on a starting jackpot of $40.00.
Each $2.70

3 Way Play

No. 140TS15—Three Way Play. Ever popular combination slot machine and number style tickets at 25c per play—three 10c tickets in each hole. Has two tempting step-up jackpots and there are 40 winners on this board. Large 200 jumbo hole size at 25c per play. Takes in $50.00 and has average payout of $26.98.
Each $2.61



No. 483—Money Bags. Fill them with this fast money maker. A new 600-hole board at 5c per sale which turns fast. Takes in $30.00 and pays out $16.98.
Each $1.71



Fatigued

No. 140TS32—Fatigued. Large colorful board with art model in revealing pose. Features popular slot machine style tickets and has two tempting step-up jackpots. Extra large 504 jumbo hole size at 10c per hole. Each hole contains 3 tickets—one ticket free. Board takes in $50.40 at 10c per hole and has average payout of $31.46.
Each $3.53

SAVAGE RIFLES

BOLT ACTION REPEATER

MODEL 4-S

Bolt action, take down, five-shot repeater in .22 caliber. Fitted with 24-inch round tapered barrel with automatic ejector. Chambered for .22 short, .22 long or .22 long rifle regular or high speed cartridges. Detachable magazine. Chromium plated bolt and trigger. Full size oval military style, full pistol grip checkered stock of American walnut with steel butt plate. Hooded front sight with three interchangeable inserts and rear peep sight with elevation and windgauge adjustment and sighting disc. Tapped and drilled for telescope sight.

Model	Caliber	Wt. each	Each
4-S	.22	5½ lbs	(F)$26.00

Extra Magazines

	Each
5 shot capacity	★$1.45
10 shot capacity	★ 1.70

MODEL 4

Same specifications as Model 4-S except fitted with gold bead front sight and sporting rear with elevation adjustment

Model	Caliber	Wt. each	Each
4	.22	5½ lbs	(F)$22.95

Extra Magazines

	Each
5 shot capacity	★$1.45
10 shot capacity	★ 1.70

BOLT ACTION SINGLE SHOT

MODEL 3

Single shot, take down, bolt action rifle, especially designed for high speed rim fire ammunition. 24-inch round barrel with gold bead front sight and adjustable flat top rear sight. Safety firing pin. Full sized pistol grip stock and grooved fore-end. Steel butt plate. Chambered for .22 short, .22 long or .22 long rifle cartridges. Length overall, 43 inches. Chromium plated bolt and trigger.

Model	Caliber	Wt. each	Each
3	.22	5½ lbs	(F)$14.00

MARLIN RIFLES

LEVER ACTION REPEATER

MODEL 336 SPORTING CARBINE

Six-shot lever action sporting carbine, 6-shot capacity with 2/3 magazine. 20-inch round tapered blued steel barrel, equipped with the new Huntsman non-glare ramp front sight with bead and quick detachable hood, and flat top rear sight. Full pistol grip butt stock and semi-beaver forearm of American walnut.

Model	Caliber	Wt. each	Each
336SC	.30/30	6¼ lbs	(F)$62.20

BOLT ACTION REPEATER

MODEL 81DL

Bolt action repeater with tubular magazine. One piece butt stock of American walnut with pistol grip and semi-beaver forearm. 24-inch round tapered blued steel barrel with rear peep sight and ramp-base front sight with hood. Fitted with swivels for sling strap attachment. Magazine holds 25 short, 20 long or 18 long rifle cartridges. Overall length, 42½ inches.

Model	Caliber	Wt. each	Each
81DL	.22	6½ lbs	(F)$29.60

BOLT ACTION REPEATER

MODEL 80DL

Bolt action, clip magazine, take down repeater with one piece butt stock and forearm of American walnut, full pistol grip. 24-inch round barrel, chambered to shoot .22 short, long or long rifle cartridges. Fitted with receiver peep sight with windage and elevation adjustment and ramp front sight with hood. 8-shot capacity magazine. Fitted with swivels for sling strap attachments. Overall length, 42½ inches.

Model	Caliber	Wt. each	Each
80DL	.22	6 lbs	(F)$24.80

All above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

STEVENS RIFLES

BOLT ACTION REPEATER

MODEL 325

.30/30 Caliber

21-inch round tapered Hi-Pressure steel barrel. Stock and forearm of one piece with semi-pistol grip and corrugated butt plate. Short throw bolt action construction. Ramp front sight and adjustable sporting rear sight. Detachable 3-cartridge clip magazine with one shot in chamber. Makes 4-shot capacity. Thumb operated safety.

Model	Caliber	Wt. each	Each
325	.30/30	6¾ lbs.	★$42.95
Extra Magazines			★ 2.00

MODEL 322 HORNET

Same type and construction as the Model 325 except it is chambered for .22 Hornet cartridges.

Model	Caliber	Wt. each	Each
322	.22 Hornet	6¾ lbs.	★$42.95
Extra Magazines			★ 2.00

OVER AND UNDER RIFLE AND SHOTGUN

MODEL 22-410

.22 Caliber and .410 Gauge

A combination rifle and shotgun with 24-inch barrel, take down model. Upper barrel is chambered for .22 long rifle ammunition and will also shoot .22 short or long cartridges. Lower barrel is chambered for .410 gauge, 2½ and 3-inch shells, full choke. Tenite, pistol grip stock with hard rubber butt plate. Single trigger action with side indicator for selection of barrel to be fired. Separate extractors. New improved ramp front sight and new sporting rear sight with elevation adjustment.

Model	Wt. each	Each
22/410	6 lbs.	★$32.25

AUTOMATIC REPEATER

MODEL 87

24-inch round tapered barrel, take down with tubular magazine. Capacity, 15 .22 long rifle cartridges when used as automatic and when used as repeater. Capacity, 15 only .22 long rifle; 17 only long and 21 only short cartridges. Full sized. American walnut finish stock, oval military style, full pistol grip and composition butt plate. Gold bead front and sporting rear sight with elevation adjustment. Length overall, 43 inches.

Model	Caliber	Wt. each	Each
87	.22	6 lbs.	★$29.95

MODEL 87-S

The same specifications as Model 87, except fitted with Savage Micro-Peep rear sight and hooded front sight.

Model	Caliber	Wt. each	Each
87-S	.22	6 lbs.	★$33.00

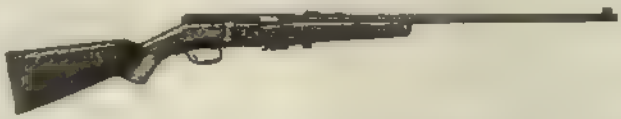
BOLT ACTION REPEATER

MODEL 86

24-inch round tapered barrel, take down repeater. Tubular magazine with capacity of 15 .22 long rifle, 17 .22 long or 21 .22 short, high speed or regular rim fire cartridges. Self-cocking bolt action with independent safety. Chrome plated bolt and trigger. Full size, oval military style full pistol grip, walnut finish stock. Steel butt plate. Gold bead front sight and sporting rear sight with elevation adjustments. Length overall, 43½ inches.

Model	Caliber	Wt. each	Each
86	.22	5½ lbs.	★$24.15

MODEL 84



24-inch round tapered barrel with crowned muzzle. Take down repeater. Five-shot detachable clip magazine to shoot either .22 long rifle, .22 long or .22 short, high speed or regular rim fire cartridges. Self-cocking bolt action with independent safety. Chromium plated bolt and trigger. Full size, oval military style, full pistol grip, walnut finish stock. Steel butt plate. Gold bead front sight and sporting rear sight with elevation adjustment. Length overall, 43½ inches.

Model	Caliber	Wt. each	Each
84	.22	5½ lbs.	★$20.95

MODEL 84 S

The same specifications as Model 84, except fitted with Savage Micro-Peep rear sight and hooded front sight.

Model	Caliber	Wt. each	Each
84-S	.22	6 lbs.	★$24.00
Extra Magazines, 5 shot capacity			★ 1.45
Extra Magazines, 10 shot capacity			★ 1.70

BOLT ACTION SINGLE SHOT

MODEL 15

.22 Short, Long and Long Rifle Calibers

22-inch round tapered barrel. Take down, single action. Chambered for .22 long rifle, .22 long or .22 short, high speed or regular rim fire ammunition. Full pistol grip, walnut finish stock. Steel butt plate. Gold bead front sight and sporting rear sight with elevation adjustment. Length overall, 37 inches.

Model	Caliber	Wt. each	Each
15	.22	4 lbs.	★$12.25

All above, one in a carton

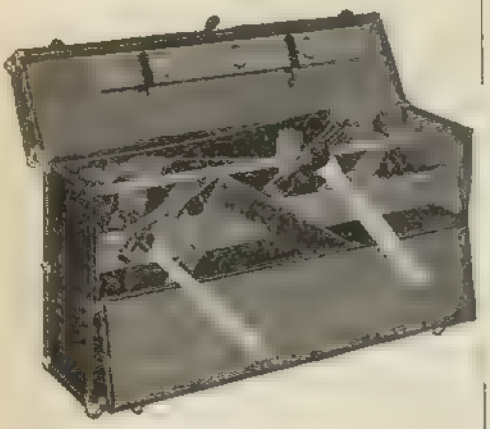
★ Factory Suggested Resale Price

DEPT. 2

TOOL BOXES AND TOOL CHESTS

SCHARTOW

MASTER CARPENTER



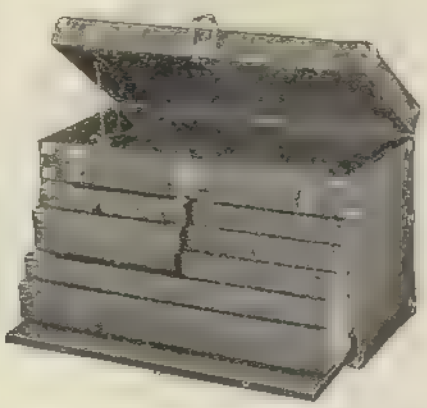
Full sized carpenter suitcase. Full length tray, saw brackets, and will accommodate a square. 3-ply construction, heavy steel armor, black crystal finish and nickel plated hardware.

No.	Outside size	Wt. each	Each
190-32	16x7x32 in.	20 lbs.	$28.00

One in a carton

SCHARTOW

OAK MACHINIST'S CHEST



Till top. Lock corner construction. Hand fitted drawers with riveted nickel-plated draw pulls. Handles with inner steel reinforcement Steel drawer bottoms felt-lined with runners.

Inside Dimensions

Till	19x8x4 inches
4 drawers	8x7x1 inch
1 drawer	8x7x2 inches
1 drawer	18x7x1 inch
1 drawer	18x7x2 inches

No.	Outside size	Wt. each	Each
275-20	20x9x12 in.	24 lbs.	$42.00

One in a carton

KENNEDY

MACHINIST'S CHEST

Not damaged by oil or grease. Weather proof. Finished in baked enamel. Fitted with Corbin locks. Leather handles reinforced with steel cores.

Front panel, which slides under drawers when box is open, fits against drawers, locking them with lid lock. Nickel fittings, dark green ripple baked enamel finish. Soft felt like finish inside of drawers.

Inside Dimensions

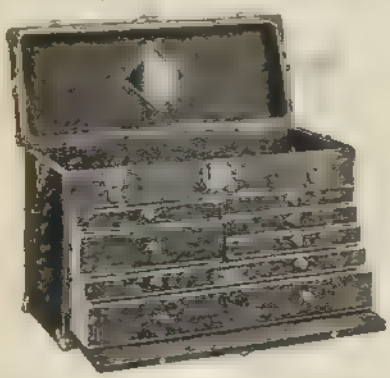
Till in top	20x8 3/8 x3 1/4 inches
Top drawer (2 sections)	18 1/4 x7 1/2 x1 5/16 inches
Middle drawer	18 1/4 x7 1/2 x2 3/8 inches
Lowest drawer	18 1/4 x7 1/2 x3 1/4 inches

No	Outside size	Wt. each	Each
620	20x8 1/2 x13 in.	34 lbs.	$27.50

One in a carton

UNION MACHINISTS' CHESTS

Finely grained thoroughly seasoned hardwood throughout. Lock-cornered joints in frames. Steel drawer bottoms. Drawer supports set in grooves in ends of chests. Drawers felt-lined and hand fitted Heavily plated, extra heavy hardware and fittings. Genuine leather, steel-reinforced handles.



Open top type with metal framed mirror on cover. Loop type lock. Hand-rubbed lacquer finish.

Inside Dimensions, Inches

	No. B-17	No. B-20
4 Drawers	7x6 1/4 x 15/16	8 1/2 x6 1/4 x 15/16
1 Drawer	7x6 1/4 x2 5/16	8 1/2 x6 1/4 x2 5/16
Till	16x7 5/16 x3	19 x7 5/16 x3
1 Drawer	15 1/4 x6 1/4 x 15/16	18 1/4 x6 1/4 x 15/16
1 Drawer	15 1/4 x6 1/4 x2 5/16	18 1/4 x6 1/4 x2 5/16

No.	Outside Size	Wt. each	Each
B-17	17x8x12 in.	21 lbs.	$42.00
B-20	20x8x12 in.	24 lbs.	$42.00

One in a carton.

Quartered Oak, paneled door, hand-rubbed lacquer finish. Tamper-proof 100-Key change lock.

Inside Dimensions

Short Drawers, ins.	Long Drawers, ins.
1 Dr. 8 1/2 x7x2 5/16	1 Dr. 18 1/4 x7x1 5/16
4 Dr. 8 1/2 x7x 15/16	1 Dr. 18 1/4 x7x1 11/16
	1 Dr. 18 1/4 x7x2 11/16

No.	Outside Size Inches	Wt. each	Each
F-20	20x9x12	25 lbs.	$38.00

One in a carton.

Birch with walnut lacquer finish. Plated trimmings and heavy lock. Six drawers.

Inside Dimensions

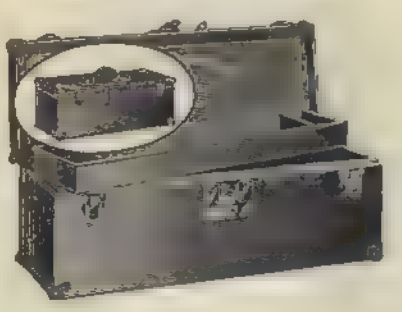
Short Drawers, ins.	Long Drawers, ins.
1 Dr. 7x6 1/4 x2 5/16	1 Dr. 15 1/4 x6 1/4 x1 5/16
2 Dr. 7x6 1/4 x 15/16	1 Dr. 15 1/4 x6 1/4 x1 11/16
	1 Dr. 15 1/4 x6 1/4 x2 11/16

No.	Outside Size Inches	Wt. each	Each
D-17	17x8x10	18 lbs.	$29.00

One in a carton.

TOOL BOXES AND TOOL CHESTS

KENNEDY
HEAVY DUTY MODEL



Extra heavy for lifetime service. Equipped with continuous piano hinge, easy grip leather handle, reinforced corner irons and two-piece hasp for padlock.

No.	Size	Wt. each	Each
T-2016	16x7x7 in.	7 lbs.	$ 7.20
T-2019	19x7x7 in.	9 lbs.	8.80
T-4022	22x8x9 in.	13 lbs.	11.20

Nos. T-2016 and T-2019, six in a carton
No. T-4022, four in a carton

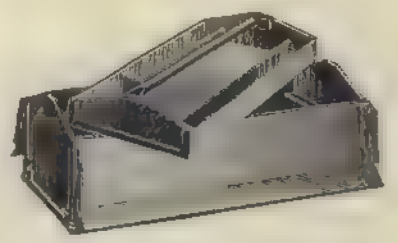
CLIMAX

Heavy gauge steel, corners reinforced. Form fitting metal handle. Super heavy side catches. Staple and hasp for padlock. Baked gray satin enamel finish.

No.	Size	Wt. each	Each
18-4	18x10x2½ in.	17 lbs.	$17.90

One in a carton

CLIMAX

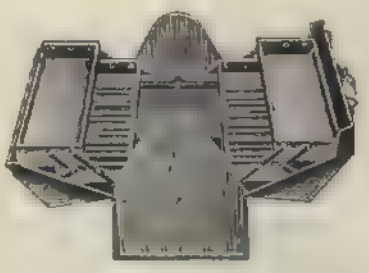


Made of 20 gauge steel except ends made of 16 gauge steel. $\frac{3}{8}$ inch diameter solid rod trim handles. Handle grip tray. Padlock can be used on handles to lock box. Baked gray satin enamel finish.

No.	Size	Wt each	Each
21-1	21x8½x7½ in.	13 lbs	$8.40

Four in a carton

KENNEDY
GENERAL MECHANIC'S KIT



Four trays linked to lids, lift out of kit as lids are opened. Equipped with leather handle, multiple change lock and side catches.

No.	Size	Wt each	Each
1018	18x10x12½ in.	11 lbs.	$17.10

One in a carton

UNION CARPENTER CHEST

Made of 24 gauge, cold rolled steel with flush lap joints electrically welded; metal edges returned and hemmed and fittings welded or machine riveted to box and cover; gray ripple finish. Inner bottom of heavy plywood to prevent dulling edged tools. Full grip metal handle riveted to each end of box. Hasp Catch for use with padlock. Chest contains wood saw blocks to carry three saws; level slips attached to inner front wall to protect level. Carpenter's square slot in front corner.

No.	Size	Wt. each	Each
6032	32x8¼x9¼ in.	10½ lbs.	$10.00

Two in a carton.

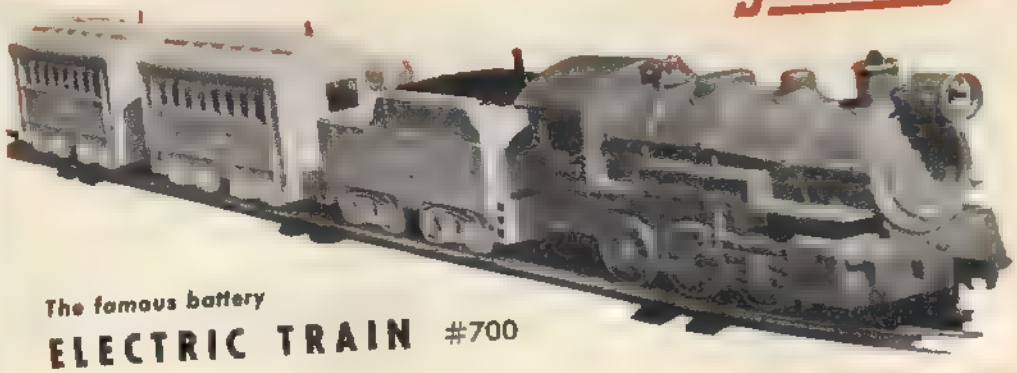
WATERLOO CABLE TOP BOX

Full length continuous steel hinges welded to covers and bottom corners reinforced with corner irons. Heavy, non-slipping tubular handle on tray—includes dividers for standard socket set. Finished in deep-green baked wrinkle enamel.

No.	Outside size	Wt. each	Each
JL-10	19x7x9 in.	9 lbs	$8.60

Four in a carton

Schilling



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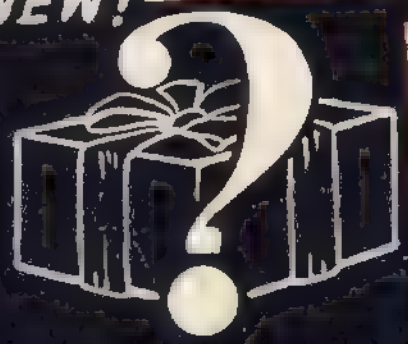

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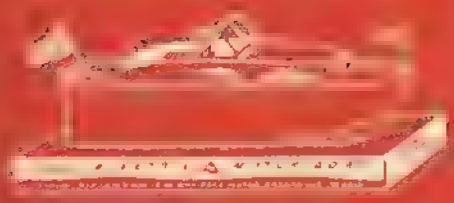
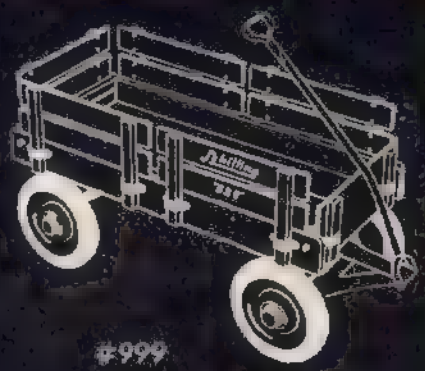
SCOOTER



Electric
MOTOR BOAT

Kiddie Rider



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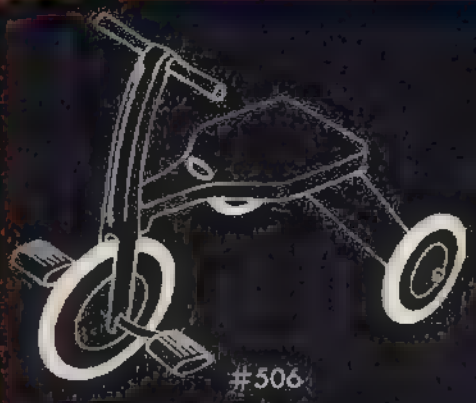

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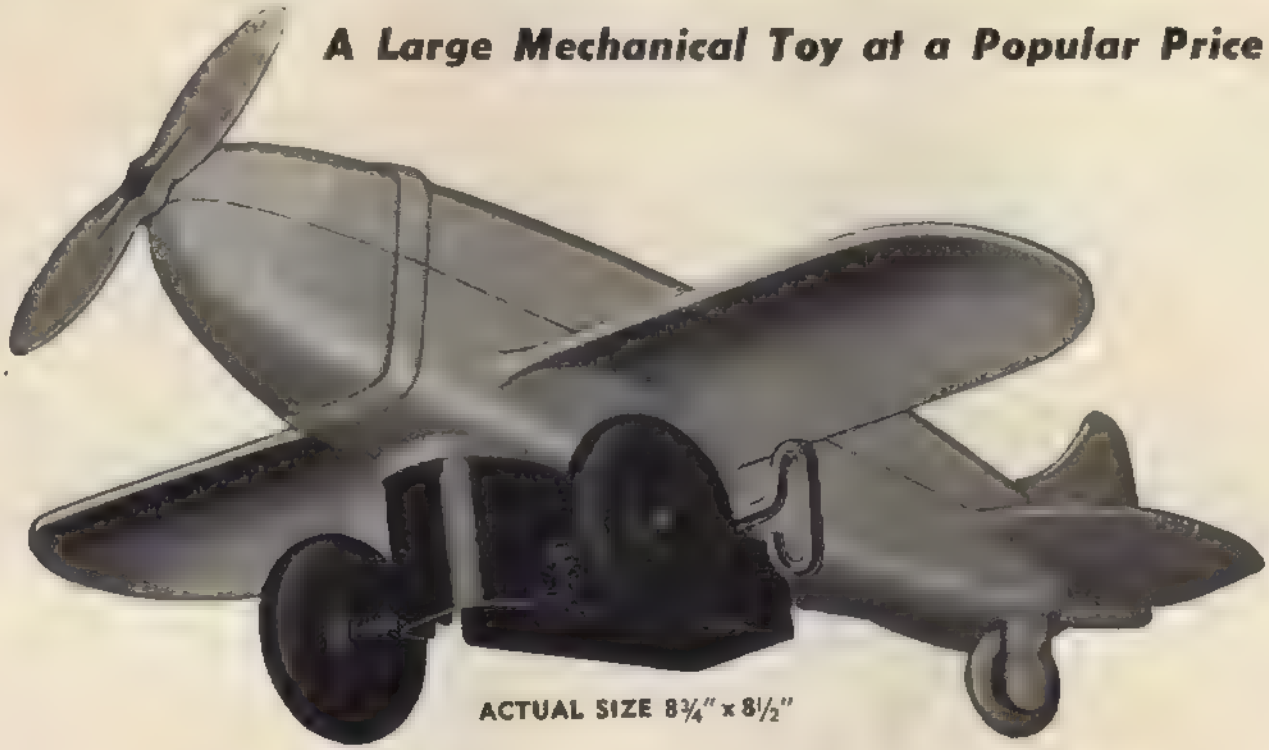

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Other Scott-Paine *designed sea-worthy 24′ boats with ONLY 16″ DRAFT and protected propellers and rudders — the Marine Station Wagon and the utilitarian Harbor Launch—ideal for deep sea, harbors, rivers, lakes and tidal inlets alike. For further particulars write to:

(*Designer of the P-T boats)

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combination

AND...

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Unlocks ONLY IF YOU KNOW the right combination—with a simple adjustment you change to your SECRET combination—locks in a jiffy—convenient slot in back for depositing coins and bills. Simple operation, fascinating to grown-ups as well as children. Sturdily constructed of plastic, steel and aluminum, in smart RED, WHITE and BLUE color scheme.

The most unusual Bank of its kind ever produced—AND WILL YOU CLEAN UP with this tantalizing SEKRET!

More good news—

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actual size 3" x 3" x 3"

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Packed 3 dozen to a shipping carton

Size of carton—12"x 10¼"x 10⅝"
Weight of carton—12½ lbs.
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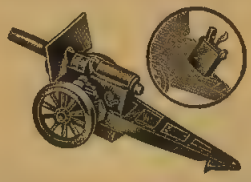
Table Lighters

NOVEL and ATTRACTIVE Precision Mechanisms

No. 44L461—Windmill Lighter in a gracefully tapered hexagonal shape which resembles a quaint Dutch windmill. It has a 3¼-inch base with felt lined edges. Spin the artistic blades of the chromium windmill and a dependable flame is produced by the concealed lighting mechanism. A strong spring assures positive lighting action. Large fuel compartment requires only one filling a month under ordinary use. Height, 6½ inches. Each **$2.95**



No. 44L463—Cannon Table Lighter. An exact replica of an actual artillery piece, even to the rolling spoke wheels, this novelty table lighter is a perfect addition to the home, club or office. Dependable and easy to use—simply remove the breech and press push button. The concealed automatic lighting mechanism is equipped with flint and wick. As practical as it is ornamental, the cannon table lighter is crafted entirely of high grade metal and has a rich finish of light and dark antique bronze. Length, 8 inches; height 3¼ inches, width at wheels, 3 inches. Individually boxed.
Each .... **$3.10** Each, lots of 6 ..... **$3.00**

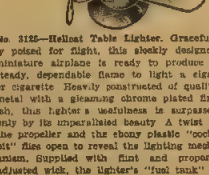
No. 1199—Deluxe Marine Lighter. The little ship's wheel is exact down to the tiniest little rivet. Turn the wheel and a steady dependable flame is produced. Crafted of quality steel with sparkling chrome plated finish. Strong sturdy spring assures powerful flashing spark from extra long flint. Large capacity fuel compartment. Height, 5 inches.
Each **$3.10**
Each, lots of 6 .... **$3.00**

No. 44L464—Constellation Table Lighter in nickel plate and chrome design. No cap to open—lighting the cigar or cigarette is an easy one-movement operation because the automatic mechanism snaps up on slight pressure instantly producing a steady flame. Features a precision milled ignition wheel, long lasting wick and enclosure compartment. Fittings are of gleaming polished chromium. Height, 4 inches, width, 3½ inches. Each in gift box with full instructions for care and use.
Each **$1.85**

No. 44L417 — Dunhill Chrome Table Lighter. King size table lighter, similar in design to popular pocket style, brightly chrome plated, heavy-ribbed chromium tube. Simple lighting mechanism—a flick of the finger on the roller lights it. Holds months of fuel. Makes an ideal household accessory or gift item. Fair Trade $5.00.
Each **$3.10**
Each, lots of 6 **$3.00**

No. 1181—Giant Table Lighter. Heavily constructed with chrome plate finish and covered with simulated Lizard, Alligator and Morocco in black and tan. Has instant lighting automatic mechanism and precision milled ignition wheel. Extra large fuel compartment. One extra piece of flint is furnished with each lighter individually boxed. Height 4 inches.
Each **$3.10** Each, lots of 6 ..... **$3.00**

No. 3121—Scotty Dog Table Lighter. Made of antique Walnut finish molded wood composition in the form of a Scotty dog. Features dependable round lighter countersunk [illegible] the Scottie's back. Lighter has shiny scarlet enamel finish. Has thumb-wheel type mechanism that gives perfect action everytime, long lasting wick and extra large fuel capacity. Gives many lights between filings. Height 2½ inches.
Each ... **45¢** Per dozen **$4.50**
No. 3123—Combination Scotty Table Lighter and Ash Tray. Same as above but has ash tray attached.
Each **60¢** Per dozen **$6.50**



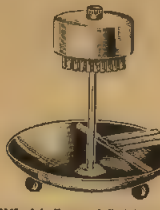
No. 3122—Hellcat Table Lighter. Gracefully poised for flight, this sleekly designed miniature airplane is ready to produce a steady, dependable flame to light a cigar or cigarette. Heavily constructed of quality metal with a gleaming chrome plated finish, this lighter's usefulness is surpassed only by its unparalleled beauty. A twist of the propeller and the ebony plastic "cockpit" flies open to reveal the lighting mechanism. Supplied with flint and properly adjusted wick, the lighter's "fuel tank" is in the base. One filling lasts a month under ordinary use. Wing-spread 5 inches, length of fuselage 6 inches, height 3 inches. Individually boxed.
Each **$3.70** Each, lots of 6 .....**$3.60**

No. 3124 — Combination Elephant Table Lighter and Ash Tray. Made of antique Walnut finish molded wood composition in the shape of a tusked elephant. Has cylinder type lighter firmly counter sunk in its elephant back. Features removable lighter unit eliminating having to pick up entire ash tray when a light is needed. Lighter has dependable thumb-wheel type mechanism, long lasting wick and large fuel capacity. Ash tray has center well of crystal clear glass. Width, 4 inches.
Each **60¢** Per dozen **$6.50**
No. 3123—Elephant Table Lighter. Same as above but does not have ash tray.
Each **45¢** Per dozen **$4.50**

Real Values In Smokers' Goods

No. 44P805—Ash Tray and Horse. An ash tray with miniature model of a horse grazing. Fully modeled with natural flowing mane and tail, fully equipped with western saddle and stirrup. Constructed of heavy metal richly bronze plated. Rectangular shaped 4 inch wide ash tray with 2 cigarette rests.

Each ..... **75¢**
Per dozen **$8.00**

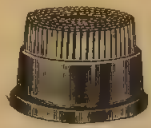


No. 3068—Ash Tray and Pull Match Combination Exceptionally well made of quality metal, it features a bright sparkling chrome plate finish Ash tray is simple and symmetric in design with three long cigarette rests It one piece construction Round match enclosure is made of metal, with a chrome finish Just pull a match out and it lights itself Ash tray base has three round ball legs of maroon colored plastic. Comes fitted with one roll of pull matches and six extra rolls that easily replace the used ones.
Each **$3.25**

No. 44P882—Plastic Pull-Match Ash Tray. Similar to above but made of durable unbreakable plastic Fitted with one roll of pull matches and two extra rolls Diameter, 7 inches, height, 6½ inches.
Each **$1.75**

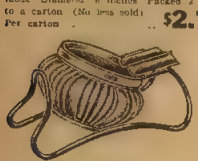
No 3861—Twirl-Away Ash Tray. Twirl-Away is novel and exciting Cigarette and cigar ends are removed from sight by a finger twirl The concealed chamois cleaner leaves a fresh looking tray Will not spill over, protects furniture Discriminating people are not offended by smelly butts The tray can be emptied without touching the contents Is the clever new idea in ash trays Insures smoldering properties the big capacity so necessary but so seldom found in ash receptacles of good appearance Handsomely designed all metal parts are sparkingly chrome plated Diameter, 6¼ inches Packed in a beautiful midnight blue suede gift box with silver trimmings
Each **$3.85** Each, lots of 6 ... **$3.75**

No. 44P805—Glass Ash Tray. A real value in a large size ash tray Expertly made of durable glass in an attractive rose color Has four angled cigarette rests and something new—four cigarette snuffers small ⅝ inch wells which snuff out a glowing cigarette Designed in a distinctive modern mode Diameter 6 inches Packed 2 dozen to a carton (No less sold)
Per carton **$2.70**



No. 3004 — Pull Matches With Plastic Dispenser The newest safety match sensation Safe! Easy to use! Simply pull out a match and it lights itself Excellent for office, kitchen, and parties, etc. Makes an ideal prize Consists of round plastic dispenser-holder in assorted colors containing a large roll of pullmatches Refills obtainable in any drug or dept store Diameter 2¾ inches Each in box
Per dozen **$1.95**

No. 44P816—Nautical Ashtray. Features a dainty ship's hull made of crystal clear pressed glass with fluted sides on its flat bottom and three convenient cigarette rests Supporting the gleaming chrome sails is a 1-inch brown metal strip across the center of the ashtray. Height 6¼ inches
Per dozen **$1.95**

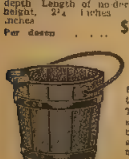


No. 44P891—Glass Ash Tray and Holder. The fluted glass ash tray clamps firmly into the frame-like holder at a 45 degree angle so that even sharp drafts of air will not scatter the cigarette ashes Made of heavy gauge metal wire, nickel-plated for enduring high finish The holder has rests for two cigarettes Its unique shape allows it to be placed securely on the arm of an over stuffed chair Jar-shaped the ash receptacle has a full 2 inch depth Length of holder, 5 inches, height, 2¼ inches, span 2½ inches
Per dozen **$1.80**

No. 44M1201—Ejector Cigarette Holders A ringed stainless aluminum top grips the cigarette firmly, conceals a powerful spring which automatically ejects butts when tip is pulled back Safe and sanitary stems come in ebony ivory amber and cream Length, 3¼ inches. Put up 1 dozen on a colorful display card
Per dozen **$1.75**

No. 44M1202—Champion Cigarette Holders Same attractive plastic stems with ringed aluminum tips as above, but non-ejector Put up 1 dozen assorted colors to a bright display card.
Per dozen ..... **75¢**

No. 3039—Bakelite Ash Tray This new durable bakelite ash tray has all the features necessary to insure complete safety for careless cigarette smokers Large outer rim catches cigarettes and eliminates litter of ashes Comes in assorted two and three rests with back and box match holders Features 3½ inch deep well with modern design Packed one half dozen to box.
Per dozen **$2.60**



No. 44P811—Glass Bucket Ash Tray. Decorative as well as useful this glass Bucket Ash Tray is a detailed model of the well known symbol of the Gay Nineties the old oaken bucket fashioned of crystal clear glass with a removable metal handle Overall measurements 2½-inches in diameter. 3 inches high.
Per dozen **$1.20**

No 3036—Bakelite Ash Tray. Made of strong, durable, bakelite. Very modern in design Has three rests for cigars or cigarettes and features four ¾ inch snuffing wells. Deep slot assures secure place for book matches Spherically modern in design Comes one dozen to box
Per dozen **$1.80**

SMITH & WESSON REVOLVERS

K-38 MASTERPIECE

Blued Finish

Short cocking action, ribbed barrel, anti-back-lash trigger feature and new high speed hammer especially developed for rapid fire shooting.

Checked walnut stocks with S & W monograms. Grooved tangs and trigger.

With 1/16 or 1/8 in. plain Patridge front sight, S & W micrometer click rear sight, adjustable for windage and elevation.

.38 Caliber, 6 Shots

Chambered for .38 S & W Special, .38 Special Super Police, .38 S & W Special Mid Range, .38 Short Colt and .38 Colt Special center fire cartridges

Each

No. K-38—6 in. barrel, 11⅛ in. long over all; wt. each loaded 36 oz..$....

One in a box

Note—Specify size front sight when ordering

K-32 MASTERPIECE

Blued Finish

Short cocking action, ribbed barrel, anti back-lash trigger feature and new high speed hammer especially developed for rapid-fire shooting.

Checked walnut stocks with S & W monograms. Grooved tangs and trigger.

With 1/16 or 1/8 in. plain Patridge front sight, S & W micrometer click rear sight adjustable for windage and elevation.

.32 Caliber, 6 Shots

Chambered for .32 S & W long, .32 Colt New Police and .32 S & W center fire cartridges.

Each

No. K-32—6 in. barrel; 11⅛ in. long over all; wt. each loaded 36¾ oz.$....

One in a box.

Note—Specify size front sight when ordering.

SMITH & WESSON REVOLVERS

K-22 MASTERPIECE

Blued Finish

Short cocking action, ribbed barrel, anti-back-lash trigger feature and new high-speed hammer especially developed for rapid-fire shooting.

Checked walnut stocks with S & W monograms. Grooved tangs and trigger.

With 1/16 or 1/8 in. plain Patridge front sight, S & W micrometer click rear sight adjustable for windage and elevation.

.22 Caliber, 6 Shots

Chambered for .22 short, long and long rifle rim fire cartridges.

Each

No. K-22—6 in. barrel, 11⅛ in. long over all; wt. each loaded 38½ oz.$....

One in a box.

Note—Specify size front sight when ordering

.22/32 KIT GUN

Blued or Nickel Plated

Designed for the man who loves the woods and streams. While compact for easy carrying in pocket or kit bag, the barrel is long enough to give ample sight base for accurate shooting and to develop effective speed with the modern cartridge.

Checked walnut stocks with S & W monograms. Furnished with round butt, square butt or special target modern butt.

With 1/16 in. Patridge front sight, adjustable rear sight.

.22 Caliber, 6 Shots

Chambered for .22 short, long and long rifle rim fire cartridges.

Each

No. 22/32K—4 in. barrel, 8 in. long over all; wt. each 21 oz.

Blued . . . .$...

Nickel . . . .

One in a box.

Note—Specify style butt when ordering.

.22/32 TARGET

Blued Finish

An excellent arm for the fancy shot, sportsman or target marksman.

Checked walnut special target model stocks with S & W monograms.

With 1/16 or 1/8 in. Patridge front sight, square notch rear sight adjustable for windage and elevation

.22 Caliber, 6 Shots

Each

No. 22/32T—6 in. barrel, 10½ in. long over all; wt. each 23 oz. ....$.....

One in a box.

Note—Specify size front sight when ordering.

TARGET TRAPS

REMINGTON AUTOMATIC HAND

Designed to produce the widest variety of shots with the least possible effort.

Automatic feature eliminates maximum effort. Every type of wing shot, from woodcock to wild fowl can be offered with this versatile little tosser

Has a powerful spring yet can be cocked with the little finger.

Walnut handle with non-slip grip, cadmium plated metal parts.

Each

Remington Hand—Ship. wt. 1¼ lbs.$....

One in a carton.

CLAY TARGETS

BLUE ROCK

Scientifically manufactured to rigid specifications, each target is balanced and uniform in weight. They are brittle and are easily broken by shot pellets without being too fragile for easy handling.

The special chrome yellow band can be seen against any background

New design makes "Blue Rock" targets steadier in flight and stronger. Redistribution of weight gives flywheel action with longer and faster rotation.

Per carton

Blue Rock—135 in a carton; wt. per carton 33 lbs. . . ...$...

Our long experience in supplying the need of this territory is the Dealer's Assurance that all Merchandise shown in this Catalog will sell in this territory and increase his sales accordingly.

PETERS "RUSTLESS" LOADED SHOTGUN SHELLS

HIGH VELOCITY

Blue Color

Loaded with Progressive Smokeless Powder; No. 4 Battery Cup Rustless Primer

Peters Rustless High Velocity shell is the finest shell that money can buy.

It is constructed throughout of the very best grade of materials.

The shell proper is made from flax, giving it a toughness that will stand rough handling

It is thoroughly waterproofed by an exclusive process which affords the greatest protection from water and moisture ever developed in a shot gun shell.

It is the first shell on the market especially constructed for progressive burning powders.

It has the Peters reinforced head—"Steel Where Steel Belongs."

The above features along with the real felt wads and uniform shot guarantee the shooter a superior long range

Speed—pattern—distance and killing power combine to make Peters Rustless High Velocity shells the choice of the shooter who demands the best

10 Gauge—2⅞ in. Long

Nos.	Drams powder	Ounces shot	Size and kind of shot	Wt. per case, lbs.	Per 1000
104CH	4¾	1⅝	4 Chilled	79	$.....
106CH	4¾	1⅝	6 Chilled	79	.....

12 Gauge—2¾ in. Long

Nos.	Drams powder	Ounces shot	Size and kind of shot	Wt per case, lbs.	Per 1000
122CH	3¾	1¼	2 Chilled	63	$.....
124CH	3¾	1¼	4 Chilled	63	.....
126CH	3¾	1¼	6 Chilled	63	.....
127½CH	3¾	1¼	7½ Chilled	63	.....
12BB	3¾	1¼	BB Soft	63	.....

16 Gauge—2 5/16 in. Long

Nos.	Drams powder	Ounces shot	Size and kind of shot	Wt. per case, lbs.	Per 1000
162CH	3	1⅛	2 Chilled	55	$.....
164CH	3	1⅛	4 Chilled	55	.....
166CH	3	1⅛	6 Chilled	55	.....
167½CH	3	1⅛	7½ Chilled	55	.....

20 Gauge—2¾ in. Long

Nos.	Drams powder	Ounces shot	Size and kind of shot	Wt per case, lbs	Per 1000
202CH	2¾	1	2 Chilled	51	$ ..
204CH	2¾	1	4 Chilled	51	.....
206CH	2¾	1	6 Chilled	51	.....
207½CH	2¾	1	7½ Chilled	51	..

.410 Gauge—2½ in. Long

Nos.	Drams powder	Ounces shot	Size and kind of shot	Wt. per case, lbs.	Per 1000
4194CH	...	½	4 Chilled	25	$. .
4196CH	...	½	6 Chilled	25	.....
4197½CH	...	½	7½ Chilled	25	.....

Skeet Load—28 Gauge—2⅞ in. Long

Nos.	Drams powder	Ounces shot	Size and kind of shot	Wt. per case, lbs.	Per 1000
289CH	2¼	¾	9 Chilled	41	$.....

Skeet Load—.410 Gauge—2½ in. Long

7199C	...	½	9 Chilled	25	$.....

Rifled Slug Loads

Nos.	Gauge	Length shell, in	Drams powder	Shot, oz	Wt. per case, lbs	Per 1000
120RS	12	2¾	3¾	1	60	$....
160RS	16	2 5/16	3	⅞	52	... .
200RS	20	2½	2¾	⅝	45	.....
410RS	410	2½	...	⅛	21	.....

25 in a box, 500 in a case.

.410 Gauge—3 in. Long

Nos.	Drams powder	Ounces shot	Size and kind of shot	Wt. per case lbs.	Per 1000
4134CH	...	¾	4 Chilled	34	$.....
4136CH	...	¾	6 Chilled	34	.....
4137½CH	...	¾	7½ Chilled	34	....

Skeet Load—.410 Gauge—3 in. Long

7139CH	...	¾	9 Chilled	34	$.....

Buckshot Load—12 Gauge—2¾ in. Long

Nos.	Drams powder	Pellets in load	Size shot	Wt. per case, lbs	Per 1000
X344	3¾	27	4 Buck	64	$ ...
X340	3¾	12	0 Buck	65	..
X3400	3¾	9	00 Buck	61	.
X341	3¾	16	1 Buck	67	..

Buckshot Load—16 Gauge—2 5/16 in. Long

X351	3	12	1 Buck	54	$.....

Buckshot Load—20 Gauge—2¾ in. Long

X363	2¾	20	3 Buck	52	$... .

25 in a box, 500 in a case.

Quality Ammunition

Every precaution possible is taken to insure the use only of the finest materials in producing Peters Ammunition. All ingredients are subjected to repeated laboratory test. They simply must meet Peters perfected formulae and latest specifications. This gives quality insurance to Peters products It means that "Peters" stands for "quality" and that you can sell Peters Ammunition with utmost confidence.

SPINNING TACKLE

AIREX SPINNING ROD

Hand built of finest quality properly seasoned Tonkin cane, strips are accurately beveled and properly staggered to provide maximum strength.

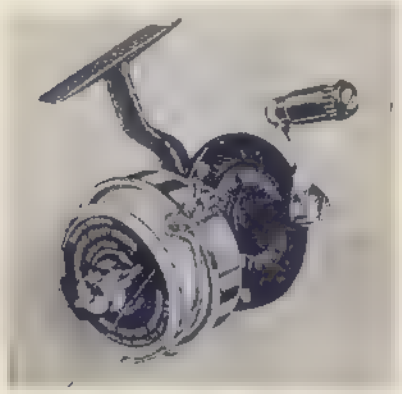
Ferrules of highest quality are fitted to the bamboo to retain all of the outside glass hard bamboo fibre. Guides and tip-tops of hard chromed, non-corrosive material, are designed for lightness, long wear, and easy casting. Each coat of varnish hand rubbed.

Each.

No. 7010—Lightweight, 7 ft. long; wt. each 4¾ oz. . . . $. .

One in cloth partitioned case enclosed in fibre tube.

BACHE BROWN SPINNING REEL



Mastereel

The reel preferred by most spinning experts. Precision built, with extra large spool capacity. It is positive in action.

Incorporates many improvements making it superior to all other models. Brake remains properly in adjustment even while handling large fish.

Extremely light weight constructed of aluminum castings with non-corrosive parts of monel metal, stainless steel or bronze. Roller bearing deluxe pickup finger of monel metal; Oilite bearing throughout; ball bearing, finger touch brake control. Adjustable spool seat. Hand turned extra large Duralumin line spool. Improved knob for easy manipulation of the pickup.

Each

No. 7002—Capacity 200 yards special braided 8 lb. braided nylon line, 6[illegible] to 1 winding ratio, wt. each 8 oz. . . . $

One in a box.

AIREX SPINNING LINE

An ideal spinning line. Braided from Du Pont Nylon, will not rot or lose strength with age, a vitally important point in fine thread line. Has less stretch and greater strength, casts easier and farther and wears better than most other spinning lines.

Line is waterproofed and specially surface-treated to give exceptional casting range with even the lightest spinning lures.

Mist Tan Color

Per spool

No. 7021-M2—4 lb. test 100 yards on a spool, wt. per spool 3 oz. . . . . $. . .

Two spools connected in a box.

FLY RODS

SOUTH BEND JOINTED SPLIT BAMBOO

Three joints and extra tip, made of finest natural finish split bamboo, welted, serrated and waterproofed chrome plated ferrules; Lite-lock reel seat; stainless steel stripping guide, others of tool hardened steel, Perfection tip-tops, "Comficient" grip of finest grade cork, wound in harmonizing colors.

Each

No. 24—9 ft. long, bass or steelhead action; wt. each 6½ oz. $. . . .

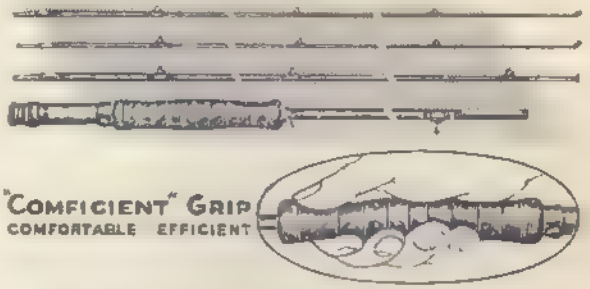
One in a khaki bag and fibre case.

Three joints and extra tip made of fast action flame finished split bamboo; welted, serrated and waterproofed chrome plated ferrules; Lite-lock reel seat, stainless steel stripping guide, others of tool hardened steel pear shaped tip top; "Comficient" grip of finest grade cork wound in harmonizing colors.

Each

No. 47—9 ft. long, bass or steel-head action; wt. each 6¼ oz. . . . . $. . .

One in a khaki bag and fibre case.



Three joints and extra tip, made of flame finished bamboo with duo-tone coloring; welted and serrated chrome plated ferrules and locking reel seat with mottled yellow barrel; Garnix stripping guide, others of tool hardened steel, pear shaped tip-top; "Comficient" grip of finest grade cork; wound in harmonizing colors.

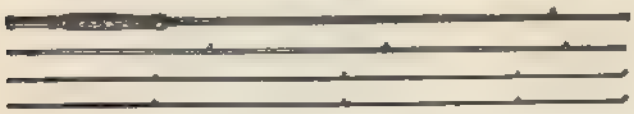
Each

No. 59—9 ft. long, bass or steel-head action; wt. each 6¼ oz. . . . . $. .

One in a cambric bag.

FLY RODS

MONTAGUE JOINTED SPLIT BAMBOO



Fishkill

Three joints and extra tip; made of extra quality flame finish split bamboo; straight, hand welt, serrated, bronze nickel silver ferrules; green composition and bronze Scrulock reel seat; agatine butt guide, balance of guides Tungsten steel snake; two bronze Perfection steel fly tops; wound in two colors of silk and handsomely varnished

Each

No. 1FF—9 ft. long; wt. each 5¾ oz. .....$.....

One in a canvas bag and black lethr-grain finish fibre rod case.

Rapidan

Three joints and extra tip; made of selected flame finish split bamboo; improved rolled welt, nickel plated bronze ferrule; black plastic Scrulock with bronzed reel seat; bronzed steel butt guides, other guides Tungsten steel snake; two pear-shaped tops; shaped solid cork grip with hook ring above; wound in two colors of silk and varnished.

Each

No. 1RF—9 ft. long; wt. each 6 oz. .....$.

One in a canvas bag and black lethr-grain finish fibre case.

Flash

Three joints and extra tip, made of selected frame finish split bamboo; improved rolled welt, chromium plated ferrules; Titelock chromium plated and red plastic reel seat; hard steel one-ring butt guide, other guides tungsten steel snake; one-ring hard steel tops; solid cork grip with hook ring above, wound in two colors of silk

Each

No. 1FLF—9 ft. long; wt. each 6 oz. .....$.....

One in a canvas bag and black lethr-grain finish fibre case

Sunbeam

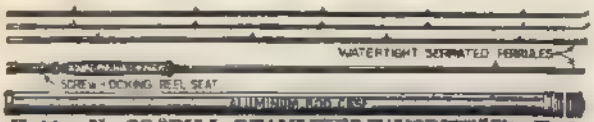
Three joints and extra tip, made of Browntone split bamboo; improved, rolled welt, nickel plated ferrules; Titelock nickel plated and blue plastic reel seat; hard steel butt guides, balance of guides tungsten steel snake; hard steel one ring tops; shaped solid cork grip with ring above, wound in two colors of silk.

Each

No. 1SUF—9 ft long; wt. each 7 oz .....$.....

One in a partitioned cloth bag.

HEDDON JOINTED SPLIT BAMBOO



Heddon No. 20 "BILL STANLEY'S FAVORITE" Fly Rod

Three joints and extra tip; selected tempered, brown-tone bamboo; hand-welt nickel silver split water-tight ferrules; hard plastic "Hold-Tite" locking reel seat; gun metal finish nickel silver metal parts; Perfection tip-top and guides; wound in maroon trimmed with gold

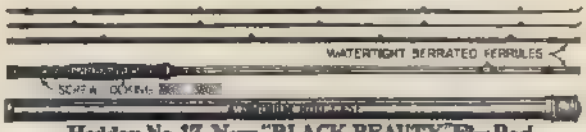
Each

No. 20—9 ft. long, No. 2½ ferrule, bass trout action; wt. each 5.80 oz. .....$.....

One in a cloth bag and aluminum rod case.

FLY RODS

HEDDON JOINTED SPLIT BAMBOO



Heddon No. 17 New "BLACK BEAUTY" Fly Rod

Three joints and extra tip, selected brown-tone bamboo; screw-locking dark composition reel seat; nickel silver mountings with black gun metal finish; serrated ferrules; Perfection guides and tip-top; keeper fly-ring; wound with silk in black and orange trim.

Each

No. 17—9 ft. long, No. 2½ ferrule, bass trout action; wt. each 5.80 oz. .....$.....

One in a cloth bag and aluminum rod case

Heddon No. 14 "THOROBRED" Split Bamboo Fly Rod

Three joints and extra tip, superior grade Tonkin cane, tempered, rich brown color; metal parts nickel silver with gun metal finish, "Hold-Tite" reel seat with screw-locking threads; solid cork grip; chrome-metal first guide, tungsten steel intermediate guides and perfection top; keeper fly-ring; wound in red silk trimmed with black.

Each

No. 14—9 ft. long, No. 2½ ferrule, bass trout action; wt. each 5.80 oz .....$.

One in a cloth bag and aluminum rod case

Heddon No. 10 "BLUE WATERS" Fly Rod

Three joints and extra tip, brown-tone split bamboo; plastic screw type locking reel seat, with sliding hood and solid cork grip; nickel silver ferrules; keeper fly-ring; chrome metal first guide, other guides and pear-shaped top of tungsten steel; wound in maroon and black jasper.

Each

No. 10—9 ft. long, No. 2½ ferrule; bass trout action; wt. each 5.80 oz .....$.....

One in a cloth bag and rod case

HEDDON PAL TUBULAR STEEL

Heddon No. 2030 "PAL" Steel Fly Rod

Three joints and extra tip of finest alloy steel tubing, brown-tone enamel finish; screw-locking reel seat of handsome composition material; solid cork grip; tungsten steel snake guides and top, agate first guide, trimmed in two colors of silk.

Each

No. 2030—9 ft. long; wt. each 5¾ oz. .....$.....

One in a silk bag and aluminum rod case.

MINNOWS
SOUTH BEND

FISH-O-BITE ASSORTMENT

Molded of indestructible and durable tenite. Equally effective for casting or trolling in fresh or salt water when fishing for lake trout, bass or striped bass. Length of body, 2⅜ inches. Fitted with cadmium plated hooks. Weight, 4/10 ounce.

No.	Color	Per doz.
1991-RW	Red and white	★$15.00
1991-YP	Yellow perch scale	★ 15.00

One in a box. Six in a display carton

DIVE-ORENO

A deep-diving, fast moving bait, equipped with two size 1/0 treble hooks and stainless steel leader. Length overall, 3½ inches. Weight, ½ ounce.

No.	Color	Per doz.
952-RW	Red and white	★$15.00
952-YP	Yellow perch scale	★ 15.00

One in a box. One dozen in a carton

MIDG-ORENO

A small lightweight lure to use with light tackle. Fitted with two No. 5 treble hooks. Length, 2¼ inches; weight, ⅜ ounce.

No.	Finish	Per doz.
968-RW	Red head, white body	★$10.20
968-YP	Yellow perch, scale finish	★ 10.20
968-P	Pike, scale finish	★ 10.20
968-SF	Scale finish, green	★ 10.20

One in a box. One dozen in a carton

BASS-ORENO

A wobbler type of bait used for casting or trolling for striped bass. It floats when not in motion. The instant it is reeled, however, it dives, zig-zags and darts in a very alluring, minnow-like course. Fitted with three treble hooks. Length of body, 3½ inches. Weight, 1 ounce.

No.	Color	Per doz.
973-RW	Red head, white body	★$13.20
973-SF	Scale finish, green	★ 13.20
973-F	Imitation frog color	★ 13.20
973-YP	Yellow perch scale	★ 13.20

One in a box. One dozen in a carton
Weight per carton, 1½ lbs.

BABE-ORENO

The Babe-Oreno is constructed the same as the Bass-Oreno, only smaller in size. For anglers who use a light, whippy constructed rod with light lines. For bass and other game fish. Fitted with two treble hooks. Length of body, 2¾ inches. Weight, ½ ounce.

No.	Color	Per doz.
972-RW	Red head, white body	★$10.80
972-F	Imitation frog color	★ 10.80
972-SF	Scale finish, green	★ 10.80
972-YP	Yellow perch scale	★ 10.80

One in a box. One dozen in a carton
Weight per carton, 1⅜ lbs.

TROUT-ORENO

The Trout-Oreno is of small size, suitable for use with a fly rod, when fishing for trout, bass or salmon. The action in water is the same as the Bass-Oreno. Equipped with one size 4, bronzed, hollow-point, double hook. Length of body, 1¾ inches. Weight, ⅛ ounce.

No.	Color	Per doz.
971-RW	Red head and white body	★$9.00
971-SF	Scale finish, green	★ 9.00
971-F	Frog	★ 9.00
971-Y	Yellow body, red and brown spotted	★ 9.00
971-YP	Yellow perch scale	★ 9.00

One on a card. One dozen in a carton
Weight per carton, 5 ozs.

FLY-ORENO

The Fly-Oreno is the smallest of the Oreno family, designed especially for fly-rod fishing without any danger of straining the rod. A sure trout getter. Has the same action as other Oreno baits. Equipped with one bronzed, hollow-point double hook, size 9. Length of body, 1⅛ inches. Weight, 1/10 ounce.

No.	Color	Per doz.
970-RW	Red head with white body	★$7.80
970-F	Imitation frog color	★ 7.80
970-YP	Yellow perch scale	★ 7.80

One on a card. One dozen in a carton
Weight per carton, 4 ozs.

TRIX-ORENO

A fly rod trout lure that darts and flutters in still or running water. Fitted with barrel swivel for easy attachment and size No. 6 hook and flasher. Length, 1⅛ inches.

No.	Finish	Wt. per doz.	Per doz.
593-RH	Red head	4 ozs.	★$7.80
593-CH	Chromium	4 ozs.	★ 7.80

One in a cellophane bag. One dozen in an envelope

TRIX-ORENO

A fly rod trout lure same as No. 593RH but fitted with rubber pork rind instead of flasher. Fitted with size No. 1 hook. Length, 1⅝ inches.

No.	Finish	Wt. per doz.	Per doz.
594-RH	Red head	4 ozs.	★$7.80
594-CH	Chromium	4 ozs.	★ 7.80

One in a cellophane bag. One dozen in an envelope

PFLUEGER'S PAL-O-MINE

The Pal-O-Mine minnow is one of Pflueger's most successful minnows. Fitted with a metal plane at the head, which gives it a snappy, wiggling action. Made of cedar and heavy coated with elastic enamel. Fitted with three nickel-plated treble hooks. Length, 4¼ inches.

No.	Color	Per doz.
5096	White with red head	★$14.40

One in a box. One-half dozen in a carton

★ Factory Suggested Resale Price

MINNOWS

FLATFISH

The standard underwater type for casting or trolling preferably with a weight pinched on line about 12 inches ahead of lure. Fitted with three only treble hooks. Length, 3¼ inches; weight, ⅜-ounce. In assorted colors.

No.	Color	Per doz.
U-20-FR	Green frog	★$16.20
U-20-LO	Light orange	★ 16.20
U-20-O	Orange	★ 16.20
U-20-SC	Scale finish, natural	★ 16.20
U-20-Y	Yellow	★ 16.20
U-20-YB	Yellow with red head	★ 16.20

One in a box. One dozen in a carton

Type LU

The light underwater type with weight on line preferred. A wonderful lure for fishing under clear conditions when bass are extremely wary and hard to catch. A perfect movement on the very slowest retrieve. Fitted with three treble hooks. Length, 3⅛-inches, weight ⅜-ounce, assorted colors.

No.	Color	Per doz
LU-FR	Green frog	★$16.20
LU-O	Orange	★ 16.20
LU-Y	Yellow	★ 16.20

Type T-4

The larger underwater troller type with weight on line preferred. Favored whenever a large lure seems advisable. A good casting type. Fitted with three treble hooks and assorted colors. Length, 3½ inches; weight, ⅜ ounce.

No.	Color	Per doz
T-4-SG	Silver bottom, gold top	★ 16.20

FLATFISH

An excellent steel head lure, fitted with three only size No. 9 treble hooks.

Type X-5—Expert

Length, 2¾ inches; weight, ½ ounce.

No	Color	Per doz
X5-FR	Green frog	★$16.20
X5-LO	Light orange	★ 16.20
X5-O	Orange	★ 16.20
X5-Y	Yellow	★ 16.20

Type X-4

Length, 2⅛ inches; weight, ⅜ ounce

No	Color	Per doz
X4-FR	Green frog	★$16.20
X4-LO	Light orange	★ 16.20
X4-O	Orange	★ 16.20
X4-Y	Yellow	★ 16.20

One in a box. One dozen in a carton

The baby size Flatfish model. A fly rod casting trout lure. Fitted with one treble hook.

Type F-5

Length, 1¾ inches; weight, 1/10 ounce.

No.	Color	Per doz
F5-FR	Green frog	★$13.20
F5-O	Orange	★ 13.20
F5-LO	Light orange	★ 13.20
F5-Y	Yellow	★ 13.20

Type F-4

Length, 1½ inches; weight, ⅛ ounce

No.	Color	Per doz.
F4-FR	Green frog	★$13.20
F4-O	Orange	★ 13.20
F4-LO	Light orange	★ 13.20
F4-Y	Yellow	★ 13.20

One in a box. One dozen in a carton

FLATFISH

The fly rod model with standard offset hooking. With two treble hooks.

Type F-7

Length, 2¼ inches; weight 1/12 ounce.

No.	Color	Per doz
F-7-SI	Silver bronze (Aluminum)	★$13.20
F-7-BL	Black with orange spots	★ 13.20
F-7-FR	Green frog	★ 13.20
F-7-LO	Light orange	★ 13.20
F-7-O	Orange	★ 13.20
F-7-W	White with spots	★ 13.20
F-7-Y	Yellow	★ 13.20

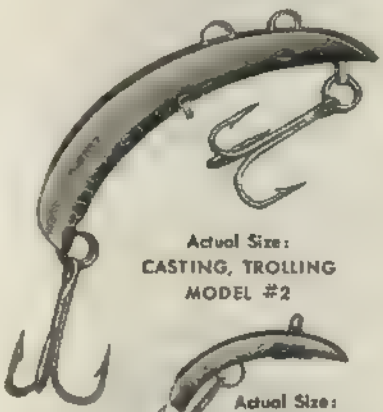
Type F-6

Length, 2 inches; weight, 1/8 ounce.

No.	Color	Per doz
F-6-SI	Silver bronze (Aluminum)	★$13.20
F-6-BL	Black with orange spots	★ 13.20
F-6-FR	Green frog	★ 13.20
F-6-O	Orange	★ 13.20
F-6-Y	Yellow	★ 13.20
F-6-LO	Light orange	★ 13.20

One in a box. One dozen in a carton

RUSSELURE



Actual Size: CASTING, TROLLING MODEL #2

Actual Size: FLYROD MODEL #1

All metal, swimming action lure for fly rod casting, casting rod or trolling line. Can be used as shallow or deep swimming lure. Fitted with treble hooks that are easily removed. Furnished in orange, gold or silver finish.

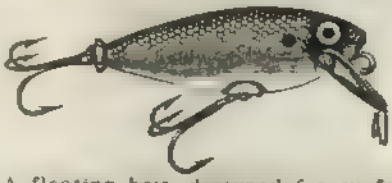
Fly Rod Models

No.	Length	Wt. per ctn.	Per doz
1¼	1¼ in.	4 ozs.	★$ 9.60
1½	1½ in.	4 ozs.	★ 12.00

Casting and Trolling Models

No	Length	Wt. per ctn.	Per doz.
2	2 in.	6 ozs.	★$12.00
2½	2½ in.	6 ozs.	★ 14.40

TRUE TEMPER CRIPPLED SHAD



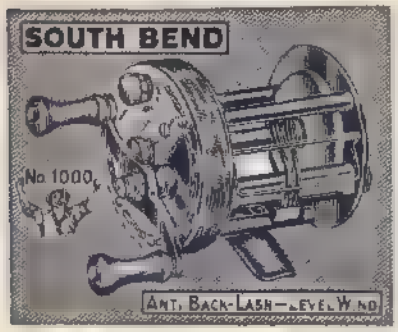
A floating bait, designed for surface feeding fish. Retrieved slowly or rapidly, it has perfect wounded minnow action. Molded textile body fitted with three treble hooks and patented wire guard on front, prevents bait from hanging on logs. Length, 2¾ inches. Weight, ⅜ oz.

No	Color	Per doz.
204	White and red finish	★$15.00
202	Perch finish	★ 15.00

Above, one in a box. Six in a carton
Weight per carton, 5 ozs.

★ Factory Suggested Resale Price

FISHING REELS
SOUTH BEND



Level Winding, Anti-Back-Lash, Quadruple Multiplying

Chrome plated frame; three-piece take-down; phosphor bronze bearings and bushings; special oiling spool caps and crank nut; amber plastic head cap ring and embossed head cap add new beauty; spiral cut gears; double crank, amber plastic bell shaped grips

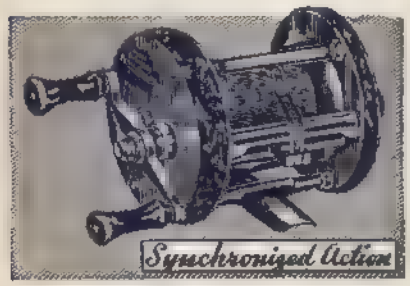
Supplied with cork arbor

Each

No. 1000—Cap. 100 yds. 18 lb. test silk line, diam. spool 1½ in., length pillars 1¾ in.; wt. each 9 oz . . . . . $ . . .

One in a box

SOUTH BEND PERFECTORENO



Level Winding, Anti-Back-Lash, Quadruple Multiplying

Stainless steel frame, crank, level-winding screw and carriage; beautiful mottled maroon plastic rings inset in both head cap and tail plate; three-piece take-down construction; matched phosphor bronze bearings and bushings; spiral cut gears; aluminum spool with cork arbor; Perfectoreno spool control mechanism; bell shaped mottled maroon grips

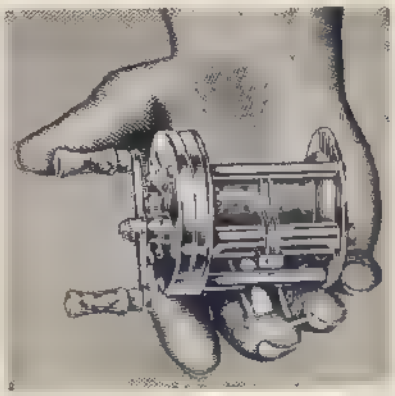
"Synchronized Action" mechanism eliminates back-lashes, over-runs and annoying tangles—thumbing is necessary only to control accuracy of cast.

Each

No. 800—Cap. 50 yds. 18 lb. test silk line, diam. of spool 1½ in length of pillars 1¾ in.; wt each 8 oz. . . . . $

One in a box.

FISHING REELS
SOUTH BEND PERFECTORENO



Level Winding, Anti-Back-Lash, Quadruple Multiplying

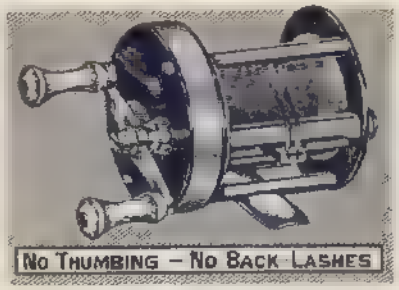
Highly polished chromium plated genuine nickel silver frame, level-winding screw and carriage; three piece take-down construction; matched phosphor bronze bearings and bushings; spiral cut gears; aluminum spool with cork arbor; Perfectoreno spool control mechanism; black and white mottled plastic bell shaped grips.

"Synchronized Action" mechanism eliminates back-lashes, over-runs and annoying tangles—thumbing is necessary only to control accuracy of cast.

Each

No. 775—Cap. 50 yds. 18 lb. test silk line, diam. of spool 1½ in., length of pillars 1¾ in.; wt. each 7¾ oz. . . . . .$. . .

One in a box



Level Winding, Anti-Back-Lash, Quadruple Multiplying

Crank plate and aluminum frame are anodized rich maroon; head cap ring and bell-shaped grips of beautiful smoky pearl plastic; three-piece take-down construction; phosphor bronze bearings and bushings; spiral cut gears; cork arbor, Perfectoreno spool control mechanism.

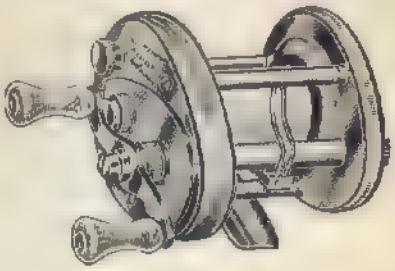
Extra light in weight and will balance perfectly with the popular light and medium action equipment

Each

No. 760—Cap. 50 yds. 18 lb. test silk line, diam. of spool 1½ in., length of pillars 1¾ in wt each 6⅛ oz. . . . . $. . . .

One in a box

FISHING REELS
SHAKESPEARE PRESIDENT



Level Winding, Anti-Back-Lash

Sturdily built throughout of stainless steel with matched set bronze spiral gears and long wearing lifetime Carboloy spool bushings. Diamond hard chrome plate instant take down level wind; oiling spool cap and crank nut; automatic thumb casting drag. Lightweight, extra thin, stainless steel end plates.

"Built like a fine watch," the pride of Shakespeare angler craftsmen. Represents the finest, quietest reel that Shakespeare can produce

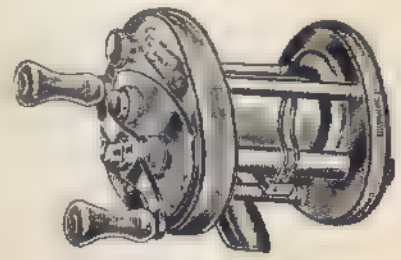
Each

No. 1970—Cap. 100 yds. 14 lb. test silk line, diam. of spool 1 1/16 in., length of pillars 2⅜ in.; wt each 8¼ oz . . . . . $ . . . .

No. 1970AS—Same as above but with lightweight easy to cast spool and snap-on plastic arbor . . . . . .

One in a leather case, in a box.

SHAKESPEARE NEW IDEAL



Two Gear Level Wind

Crank stem provides a direct drive for carriage screw. Drive gear is anchored to the extended line carriage screw and meshes directly with the spool pinion Thus only two gears, instead of the usual four are used which makes a smooth quiet running reel

Attractive circle finished green anodized aluminum end plates; long wearing lifetime Carboloy spool bushings; adjustable casting drag; diamond hard, chrome plate, level wind

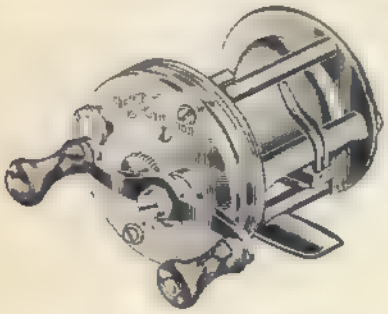
Each

No. 1990—Cap. 100 yds. 14 lb. test silk line, diam. of spool 1½ in; wt. each 7 1/16 oz. . . . . $. . .

One in a box.

FISHING REELS

SHAKESPEARE CRITERION DE LUXE



Level Winding

Diamond hard-chrome finish over nickeled brass. Three-piece take-down construction; phosphor bronze bearings and replaceable bushings; stainless steel shafts; brass and steel quiet spiral gears; jeweled adjustable spool caps. Automatic thumb" adjustable casting drag. Coin slotted never-lose quick take-down pillar thumb nuts; easy-grip bell shaped handles.

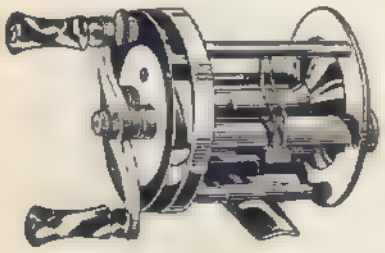
Equipped with lightweight spool for easy casting and snap-on plastic arbor.

Each

No. 1960AS—Cap. 100 yds. 14 lb. test silk line, diam. of spool 1½ in., length of pillar 1$\frac{13}{32}$ in.; wt. each 8½ oz. .....$.....

One in a box.

SHAKESPEARE MARHOFF



Level Winding

Modern two-tone styling with green anodized aluminum head plate and contrasting nickel silver disc. Every working part precisioned to an accuracy of less than 1/1000 of an inch.

Long wearing phosphor bronze bushings, polished stainless steel pivot ends; adjustable thumb casting drag; quiet spiral phosphor bronze and steel gears. Spool caps and crank nut have convenient oiling holes.

Equipped with lightweight spool for easy casting and snap-on plastic arbor.

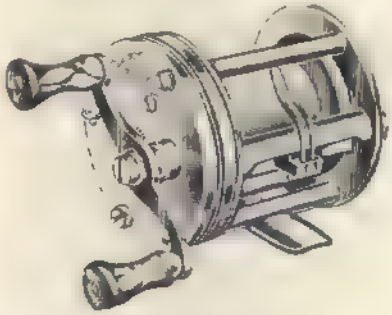
Each

No. 1964AS—Cap. 100 yds. 14 lb. test silk line; diam. of spool 1½ in., length of pillar 1$\frac{13}{32}$ in.; wt. each 8 oz. .....$.....

One in a box.

FISHING REELS

SHAKESPEARE TRU-AXIS



Level Winding

Unusually strong and rigid, this rigidity is due to the fact that spool bushings are confined to the spool instead of being located in the tail plate and head cap. Spool revolves on a stationary shaft or axle.

Chrome plated nickeled brass frame; smooth and silent spiral gears; lightweight spool; automatic thumb casting drag; never-lose coin slotted quick take-down pillar screws.

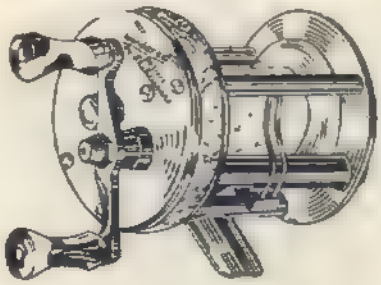
Tru Axis reels are easy to oil. Unscrew tail end spool cap and withdraw center shaft. Drop reel oil in exposed hole. It will reach all metal, moving parts, including the spool pinion.

Each

No. 1932—Cap. 100 yds. 14 lb. test silk line, diam. of spool 1½ in., length of pillar 1$\frac{13}{32}$ in.; wt. each 8¼ oz. .....$

One in a box.

SHAKESPEARE WONDEREEL



Level Winding, Anti-Back-Lash

Equipped with the now famous "no thumbing" feature. Spool speed controlled by oversize tail bearings and adjustable head and spool cap. Makes long, smooth casts—no thumbing and no backlash.

Head and tail plates are nickel silver with mottled black and white plastic head ring. Phosphor bronze bearings, matched 4 to 1 spiral gears; 3-piece take-down. Oiling crank nut assures positive lubrication of vital, moving parts.

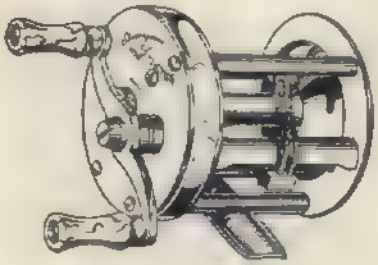
Each

No. 1922—Cap. 100 yds. 14 lb. test silk line, diam. of spool 1½ in., length of pillars 1$\frac{13}{32}$ in.; wt. each 8¼ oz. .....$.....

One in a box.

FISHING REELS

SHAKESPEARE TRIUMPH



Level Winding

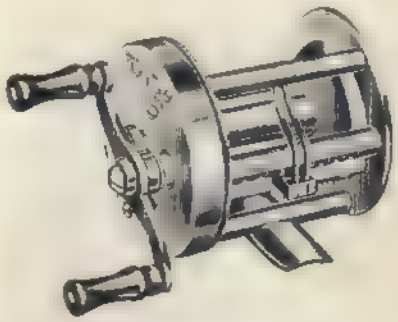
Circle finish chromium brass frame; onyx plastic head ring with turned edge plates to match; three-piece take-down construction; phosphor bronze bearings and bushings; adjustable crystal agate spool caps; hard drawn brass and steel spiral gears; balanced crank with onyx plastic grips; cadmium plated sliding click; adjustable drag on tail plate.

Each

No. 1958—Cap. 100 yds. 14 lb. test silk line, diam. of spool 1½ in., length of pillars 1$\frac{13}{32}$ in.; wt. each 7¾ oz. .....$.....

One in a box

SHAKESPEARE TRUE BLUE



Level Winding

Bright chrome finish brass frame of 3-unit construction; phosphor bronze bearings and bushings; steel shafts; adjustable crystal agate spool caps; brass and steel spiral gears; thumb operated steel click; hard chrome plated take-down level-wind; balanced crank with blue burlite grips.

Each

No. 1956—Cap. 100 yds. 14 lb. test silk line; diam. of spool 1½ in., length of pillars 1$\frac{13}{32}$ in.; wt. each 7¾ oz. .....$

One in a box

LET US HELP

In your job of serving your community with highest quality merchandise at reasonable prices.

USE OUR CATALOG

FISHING REELS

AUTOMATIC

SOUTH BEND

An automatic reel made to fit the rod in a natural, balanced position. Free stripping; that is, line can be stripped without operating finger lever. Automatic line brake. Finger trigger folds flush. Chrome plated line guide. Anodized maroon finish.

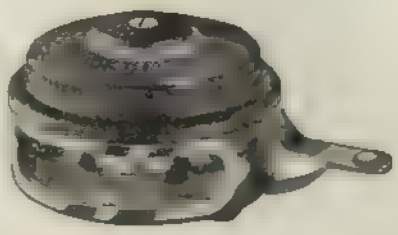
No.	Capacity	Wt. each	Each
1130	50 yds.	8½ ozs.	★$10.00
1140	80 yds.	9½ ozs.	★ 10.50

MARTIN STANDARD "30"

The new Standard upright, open spool type, free stripping model. Made of aluminum, black anodized finish. Hardened steel line guide and convenient release lever

No.	Capacity	Wt. each	Each
22	50 yds.	8¼ ozs.	★$8.50
23	75 yds.	8½ ozs.	★ 8.95
24	100 yds.	8¾ ozs.	★ 9.50

MIRACLE



A silent wind, free stripping automatic trout reel. Slide-link release lever and new safety lock. Black anodic finish on spring cap and black lacquered frame with bright aluminum spool. Hard chrome frictionless line guard. Capacity, 50 yards of "G" enameled line. Diameter, 2⅞ inches.

No.	Capacity	Wt. each	Each
1697	50 yds.	8¼ ozs.	★$7.00

No. 1698

Same as No. 1697 except 80 yard capacity.

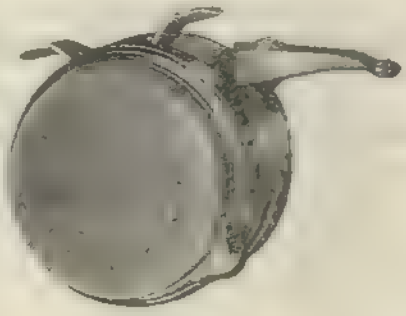
No.	Capacity	Wt. each	Each
1698	80 yds.	8¾ ozs.	★$7.70

MARTIN FLY-WATE

The new upright Fly-Wate model. A lightweight take-apart free stripping reel. Made of aluminum, forest green anodized finish Convenient release lever and hardened steel line guide

No.	Capacity	Wt. each	Each
47	50 yds.	7¾ ozs.	★$9.75
48	75 yds.	8 ozs.	★ 9.95

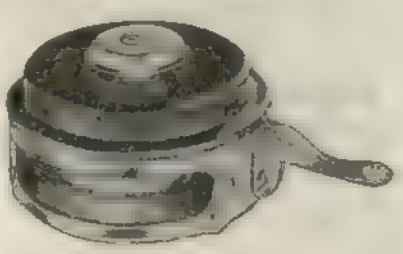
PERRINE



Free stripping automatic reel, made to fit rod in natural position. No hard winding of spring necessary after you start fishing. Made of aluminum, forest green alumilite finish with nickel trim

No.	Capacity	Wt. each	Each
37-P	35 yds.	7¾ ozs.	★$8.00
57-P	50 yds.	8¼ ozs.	★ 9.25
87-P	80 yds.	8¾ ozs.	★ 9.75

WOLVERINE



Fitted with the new silent winding device in spring cap, eliminates all noise. Positive, smooth brake. Hard chrome frictionless line guide and new arch type spool New knurled release ring Black lacquer finish on spring cap. Capacity, 50 yards "G" enameled line. Spool diameter, 2⅞ inches.

No.	Capacity	Wt. each	Each
1695	50 yds.	7¼ ozs.	★$5.80

All above, one in a carton

★ Factory Suggested Resale Price

around the familiar room, and then snapped off the light. His heart was pounding when he crept down the stairs, and the cold steel of the rifle barrel seemed to be burning his fingers.

The radio program was ending with a deafening response from the studio audience. Danny paused on the bottom step and then made a dash for it. From force of habit he let the screen door slam behind him.

"Danny?"

It was his mother, but he didn't answer. He was already running as fast as he could go across the moonlit fields.

"Danny!"

His father's voice came to him faintly, and this time it was not a question but a command. He knew that his father must be standing on the front porch and peering into the darkness.

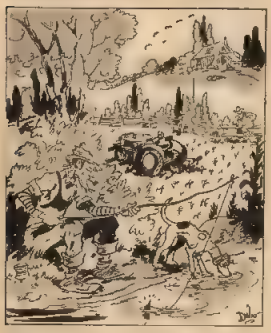
Danny reached the stone fence and shifted the rifle to the crook of his arm. He rested a moment and the sweat began to roll down inside his overalls.

He looked down at the rifle, remembering how furiously Shannon would wag his tail when they started out on a hunt together. His heart contracted, the tears sprang into his eyes, and then his hatred, white hot, swarmed in and took possession of him. He climbed the fence and circled the pond.

When he came to Shannon's body he tried not to look at it. The moonlight had moved away, and the dog was lying in the deep shadows. Danny knew that the body was growing stiff and cold, and that if he should try to bend the legs, they would resist him. He thought he was going to be sick again. Working the bolt of his rifle, he

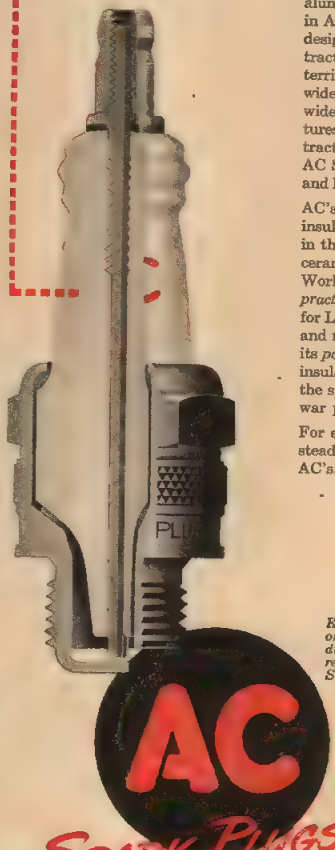
(*Continued on page 100*)

PETER TUMBLEDOWN



Much against his better judgment, John Shultz let Peter Tumbledown borrow his corn cultivator. Peter actually did use it—usually he lets the weeds grow and goes fishing—but it was the same old story: when he finished he let the cultivator stand in the field in the rain. Eventually John had to drive over and get it. The last time Peter returned something he borrowed was

first in ceramics



Now you can have AC's *patented* aluminum oxide insulator material in AC Spark Plugs especially designed for your car, truck or tractor engine—plugs that can take terrific punishment—plugs whose wider Heat Range adapts them to a wider range of engine temperatures. Exhaustive tests by a leading tractor manufacturer prove that AC Spark Plugs perform better and last longer than any other make.

AC's new *patented* aluminum oxide insulator material is another "first" in the manufacture of spark plug ceramic insulators. As early as World War I, AC developed the *first practical ceramic aircraft spark plug*, for Liberty engines. It was perfected and ready for World War II—and its *patented* ceramic aluminum oxide insulator was used exclusively in the spark plugs that fired American war planes.

For easier starting—better idling, steadier firing under heavy load, buy AC's. They give you *utmost reliability*.

AC SERVICE SPARK PLUG

Keep an extra set of clean AC's on hand to use while you have dirty plugs cleaned and adjusted regularly at a Registered AC Service Dealer.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

Martin, Warren, or even Eisenhower, you'll still have plenty of company.

By this time nearly every one here has taken sides and knows which man he wants, but even insiders on Capitol Hill will say: "I'll tell you the name of the nominee after the first of July."

☆

If you are a Democrat, most observers here will tell you: "Truman will be nominated and defeated."

The President has started his campaign by taking the offensive. At Omaha Saturday night, in a hall four-fifths empty, he repeated his farm program—price support, abundant production, conservation of natural resources, higher standards of living for farmers. He charged that the Republicans, after two years, have still produced no long-range farm program.

In his three years in office, the President has met relatively few Americans face to face, except here in the East. His advisors know that he makes his best impression when talking informally. He has won back the lost approval of the American people before.

Maybe Mr. Truman can do it again, but the capital recalls that it was what he did, not what he said, that earned those brief periods of popularity, and he has done nothing comparable in the last year or more.

☆

The ECA program has recently furnished a new target for charges that government purchases of commodities distort their prices.

Dr. D. A. FitzGerald, new head of the Food Division of ECA, said last week: "The obvious demand created by ECA dollars will cause prices of these commodities to be higher than they would have been without ECA. The ECA program should not cause farm prices to be higher than they have been in the last couple of years."

He went on to say that European countries have already been buying as much of these commodities as they will

Photo G. W. Ackerman

Justice Rutledge administers the oath of office to new Secretary of Agriculture Brannan (right), whose term of office is likely to be brief

Dependable

CHAMPION

America's Favorite Spark Plug

Pack a lunch and pile the family into the car, and all out-of-doors is yours to enjoy through the mere turn of an ignition key. The key to good ignition and a carefree day is the most dependable spark plug you can buy. Be sure you have dependable Champion Spark Plugs in your engine. On the farm where the average user is a multiple spark plug user—for cars, trucks, tractors, and stationary engines—the outstanding dependability of Champions has made them the overwhelming favorites for every engine.

FOLLOW THE EXPERTS

DEMAND NEW DEPENDABLE CHAMPIONS FOR EVERY FARM USE

Listen to the CHAMPION ROLL CALL, Harry Wismer's fast sportscast every Friday night, over the ABC network

Dependable

CHAMPION

America's Favorite Spark Plug

Your choice of CHAMPION SPARK PLUGS for your car, truck, tractor or other power farming equipment is made easy and sure by the fact that CHAMPION has consistently been America's favorite spark plug, and is backed by performance records unequalled by any other.

Champion Spark Plug Company, Toledo 1, Ohio

FOLLOW THE EXPERTS

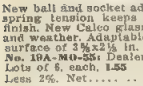
DEMAND NEW DEPENDABLE CHAMPIONS FOR EVERY FARM ENGINE

Listen to the CHAMPION ROLL CALL, Harry Wismer's fast sportscast every Friday night, over the ABC network

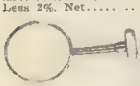
REAR VIEW MIRRORS

• CHROME PLATED • BALL-SOCKET ADJUSTMENT

New ball and socket adjustment sets to any desired angle—strong spring tension keeps mirror set in position. Beautiful chrome finish. New Calco glass sealing process offers resistance to shock and weather. Adaptable for either right or left side of car. Mirror surface of 3⅝x2½ in. for ample vision
No. 19A-M0-55: Dealer's, each, **1.65**
Lots of 6, each, **1.55**
Less 2%. Net..... **1.52**



LARGE ROUND TYPE: Sell these mirrors for increased rear vision safety. For right or left side mounting. Strong spring tension. Stay in position
No. 19A-454. 4 in. round bevel edged mirror. Dealer's, Each, **1.39.**
Lots of 6, Ea., 1.27.
Less 2%, Net **1.24**



RECTANGULAR TYPE
No. 19A-453. Clamp-on door type. Full view beveled edge. 2½x4⅞ in.
Dealer's, Each, **1.96.**
Lots of 6, Each, 1.64.
Less 2%, Net **1.61**

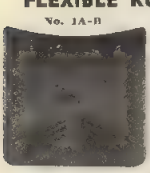
STANDARD ROUND TYPE
No. 19A-458. SPECIAL LEADER VALUE. 2½ in. diameter. Dealer's, Each, **87c.**
Lots of 12, Each, 79c.
Less 2%. Net **76c**

UNIVERSAL TYPE TRACTOR LAMP

This universal model heavy duty tractor lamp fits all tractors. The heavy universal bracket permits mounting on front or rear in any position. The lamp is substantially constructed to give longer life and satisfaction. Made of heavy gauge steel strongly built in a black enamel finish. The reflector has a non-tarnish plate and the pattern type white diffusing lens throws a powerful glareless beam of light. 6-8 volt 32 candle-power bulb and sufficient wire are included
No. 19A-5900. Dlr's., Each, **1.95. Lots of 3, Ea., 185.** **1.81**
Less 2%, Net .....

FLEXIBLE RUBBER FENDER FLAPS

No. 1A-B

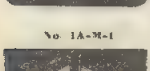


Staple accessory—unlimited market. Promote these flaps with the Crystal finish. Gives real quality appearance and increases reflectivity. Chrome separated center allows flexibility at all times—an especially valuable feature when backing car against curbs. All flaps packed one pair to box.

No. 1A-B: Dealer's, per pair 79c
Lots of 12, per pair, 74c
Less 2%. Net..... **72c**

No. 1A-M-1. Same as above except has one gleaming jewel inserted into metal frame for increased attractiveness and safety
No. 1A-M:
Dealer's, per pair, 1.29
Lots of 12, per pair, 1.19
Less 2%. Net.. **1.17**

No. 1A-M-1



ECONOMY MODELS

With two sparkling red jewels 1½ in. diameter. Of finest quality synthetic rubber. Embossed design. Fits all cars

No. 1A-401J: Dealer's, per pair, 89c
Lots of 12, per pair, 84c
Less 2%, Net..... **82c**

No. 1A-401J

"OUR LEADER" VALUE

PLAIN MODEL (Less Jewels). Same high quality synthetic, highly flexible rubber as above. Highly attractive embossed design different from illustration.

No. 1A-P: Dealer's, per pair, 59c
Lots of 12, per pair, 53c
Less 2%, Net..... **51c**

ELECTRIC HORN

Brilliant TONE

Two-Tone
Gun Gloss Metal Finish

Powerful, all electric Air Blast horn with commanding note and pleasing, harmonious tone. Completely wired assembly, with Universal bracket for standard installation. Attractive mist-green finish.

TWIN TYPE: Overall 19⅞ in. width, 11¼ in. Ht., 7 in. List 7.75
No. 19A-E44:
Dealer's, each, 4.95
Lots of 3, Each. **4.65**

SINGLE TYPE: Overall 19⅛ inches. Width 6½ in. Height 5¼ in. List 5.00
No. 19A-E45:
Dealer's each, 3.05
Lots of 3, Each..... **2.85**

Sparton Powertone

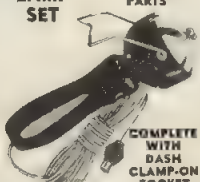
Incorporate all features of Sparton engineering, producing a very loud warning with two carefully matched tones, pitched on the tone level that experience has proven most effective in a warning sound without shock. The complete assembly is compact and includes relay and universal bracket. Easily installed in any car. Finished in long life baked enamel 6¾ in. high, 11¼ in. wide, 10½ in. long. List Price 9.40.
No. 19A-233: Dealer's, each, 5.15
Lots of 3, each, 4.85. Less 2% Net.. **4.75**

HORN RELAY

For operating any size horn, singly or in pairs from push button. Boosts power blast
No. 19A-1134.
Dealer's, Each, 45c. **42c**
Lots of 6, Ea.

TROUBLE LAMP SET

RUSTPROOF METAL PARTS

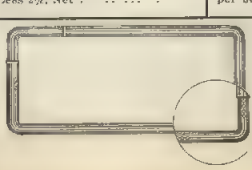


COMPLETE WITH DASH CLAMP-ON SOCKET

Consists of one trouble lamp with 12 feet of cord and one panel clamp on socket with wire lead. 15 candle power No. 53 bulb included. Cover acts as reflector when open. Can be carried in glove compartment—plug into panel socket when needed. List 3.00
No. 2A-DL12.
Dealer's, Each, 1.44.
Lots of 6, Each, 1.32.
Less 2%, Net . **1.29**

Signalite Reflector

License plate fastening bolt with magnifying, smooth dome-shaped, round reflecting jewels on head. Diameter ⅞ in. Rust-resisting metal parts. Not now available on card as illustrated. 50 in box. Specify red or green colors
No. 19A-56. Dealer's, per box of 50 . **1.44**



Adjustable License Plate Frame

Precision built from heavy gauge brass-triple chrome plated rust-proof, rattle-proof. Easily adjustable
No. 19A-420. List 2.75 Pr
Dealer's, per pair, 1.24.
Lots of 12, Each Pr., 1.16
Less 2%,
Net **1.14**

FISH BASKETS

SPLIT BAMBOO

LEATHER BOUND

Brown colored split bamboo, with body built construction. Criss-cross leather binding and handy pocket for fly book. A De Luxe Model with leather handle, buckle and strap fastener.

No.	Capacity	Base measurement	Wt. each	Each
3-DL	20 lbs.	14 in.	1¾ lbs.	$11.00
4-DL	25 lbs.	15 in.	2 lbs.	12.70

Loose

WHOLE RATTAN

LEATHER BOUND

Made of selected whole rattan bound with genuine horsehide criss-cross pattern. Leather handle buckle and strap fastener. Shape, broad head type.

No.	Capacity	Base measurement	Wt. each	Each
1203	20 lbs.	14 in	1¼ lbs	$10.50
1204	25 lbs.	15 in.	1½ lbs.	11.00

Nos. 1102 and 1103

Made of selected, varnished whole rattan, improved broad-head type, without leather binding.

No.	Capacity	Base measurement	Wt. each	Per doz
1102	12 lbs.	13 in.	¾ lb.	$48.00
1103	20 lbs.	14 in.	1 lb.	51.00

Loose

SPLIT WILLOW

LEATHER BOUND

Made of the finest grade of split willow, brown stained, woven very tight Full length bound with criss-cross, front and rear. Leather handle, buckle and strap fastener. 2x3-inch opening in cover. For Steelhead and large fish. Broad head type.

Size	Capacity	Base measurement	Wt. each	Each
4	27 lbs.	16 in.	1¾ lbs.	$12.00
5	32 lbs.	16 in.	1⅞ lbs.	13.50
6	38 lbs.	17 in.	2⅛ lbs.	15.00

Loose

SPLIT WILLOW

LEATHER BOUND

Brown colored split willow, criss-cross. Bound with genuine horsehide, hand sewed Leather handle, buckle and strap fastener Body built construction.

No.	Capacity	Base measurement	Weight each	Per doz.
2-BL	12 lbs.	13 in.	1⅛ lbs.	$ 90.00
3-BL	20 lbs.	14 in.	1½ lbs.	100.00
4-BL	25 lbs.	15 in.	1¾ lbs.	110.00
5-BL	30 lbs.	16 in.	2 lbs.	140.00

Loose

SPLIT WILLOW

Bleached split willow, woven very tight. Hole to one side. Patent cover fasteners. Body built construction.

No.	Capacity	Base measurement	Weight each	Per doz
0-S	6 lbs.	10 in.	⅝ lbs.	$44.00
1-S	9 lbs.	12 in.	¾ lbs.	48.00
2-S	12 lbs	13 in.	1 lbs.	54.00
3-S	20 lbs	14 in.	1⅜ lbs.	60.00
4-S	25 lbs	15 in.	1⅝ lbs.	66.00

Loose

BASKET STRAPS

HARNESS STYLE

Medium weight brown split pigskin Double rivets at each end. Size, 17½x2 inches

No.	Wt per doz.	Per doz.
22	5 lbs.	$14.40

One dozen in a box

No. 6

Medium weight brown cowhide embossed strap with double riveted end straps

No.	Size	Wt. per doz.	Per doz
6	17½x2 in.	5 lbs.	$24.00

One dozen in a box

No. 5

Woven canvas web center shoulder strap. Split leather ends.

No.	Size	Wt. per doz.	Per doz.
5	17x2 in.	2¾ lbs.	$12.00

Loose

CANVAS CREELS

Water repellent, 12-oz. duck in forest green. One large inside pocket with 10-inch zipper. 1½-inch web shoulder strap, and 1-inch web belt strap and buckle Copper screws opening at bottom and on each side. Size 12½x10x4½ inches.

No.	Wt. each	Per doz
920	¾ lb.	$42.00

Loose

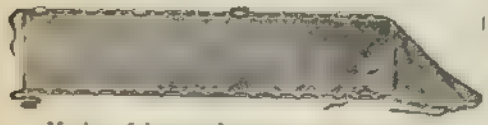
Made of medium weight forest brown duck with net bottom. Large outside pocket with wide adjustable shoulder strap. Size, 14x10x2½ inches.

No.	Wt. each	Per doz.
14N	7 ozs.	$33.00

Loose

MINNOW SEINES OR RIGGED NETS

COMMON SENSE



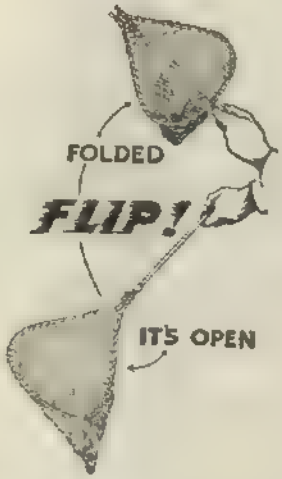
Made of heavy brown woven netting, ⅛ inch square mesh, or ¾ inch stretched mesh. Mounted complete with cork floats and sinkers. Four feet deep.

No.	Length	Wt. each	Each
6	6 ft.	1 lb	$2.10
10	10 ft	1⅜ lbs	3.50
15	15 ft	2¼ lbs	5.50
20	20 ft.	2⅞ lbs	7.75

Loose

LANDING NETS

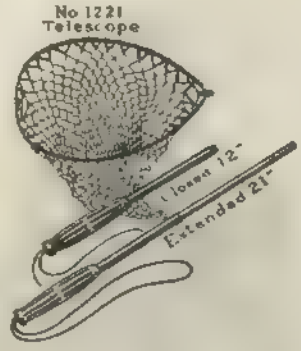
COLLAPSIBLE



A folding landing net with frame and handle of Duraluminum, anodized to prevent corrosion. Length opened, 27 inches and folded 15½ inches.

No.	Wt each	Each
1304	10 ozs	★$4.50

Four in a carton



Telescopic handle landing net with flat tempered black spring steel collapsible frame, 11x13 inches. Fitted with black waterproofed 20-inch linen net and elastic shoulder cord. Heavy seamless brass telescopic handle in green Duco finish with six-inch corrugated rubber grip. 12-inch length which extends to 21 inches.

No.	Wt. each	Per doz
1221	13 ozs	$50.50

One in a cloth bag

Collapsible black tempered steel frame, 12¼x14 inches. Equipped with 20-inch black landing net. Seamless brass handle fitted with rubber grip, 30 inches long

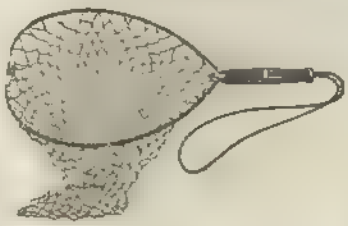
No.	Size frame	Wt. each	Per doz.
300-B	12¼x14 in.	16 ozs	$48.00

One in a cloth bag

Seamless brass tube handle 18 inches long, including 12-inch extension joint. Fitted with black rubber grip and shoulder cord. Ring made of tempered steel, size 11x13 inches and fitted with 24-inch black net.

No.	Wt each	Per doz
180	14 ozs.	$40.00

One in a canvas bag



Collapsible with seamless brass tube handle, six inches long fitted with black rubber grip and shoulder cord. Flat black tempered spring steel ring, lacquer finish, size 11x13 inches. Fitted with 20-inch net.

No.	Wt. each	Per doz.
60	9 ozs.	$32.50

One in a canvas bag

★ Factory Suggested Resale Price

14. Spotted Kingfisher. *(Alcedo guttatus)*

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SKOJA MFG. CO.
Creators of the well-known line of
DOLLS NOVELTY COMBINATIONS
RUFFY and SNUSI
THE DOG AND CAT CHASE
Original—Action—Fun
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CENTERVILLE. Complete new village kit. SKY-LINE FOLD-A-WAY CONSTRUCTION. Country store, lumber yard, residence, comb station, signal tower, ancient house, 6 metal transcontin. rail truck, sedan, min. lumber, grass, tree. Beautifully boxed.
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Moore & Patton Metal Products, Inc., Lancaster, Penna.
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Production Enterprises, 200 Fifth Ave., New York.

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N. D. Cass Sales Co., Athol, Mass.

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Stahlwood Toy Mfg. Co., 601 W. 50th St., New York.

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Headquarters for Infant Toys, Educational Toys, Beaded Dolls and Sets, Beaded and Click Doll Rattles, Tea Pins, Peg Benches, Jump Ropes, Boat Builders, etc.
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PLASTIC PLAYTHINGS RATTLES
Factories: New York City and White Plains, N. Y.

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Internationally Known
FOR
Educational Toy Products
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STARS ON STRIPES FOOTBALL GAME
In Its Eighth Year and More Than Ever in Demand
Retails at $3.00. *Discounts and Details Mailed Promptly on Request*
STARS ON STRIPES, INC.
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HAMMERS

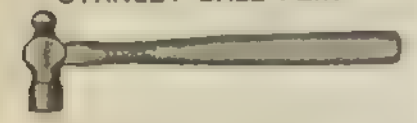
PLUMB — BALL PEIN

Forged from one piece special analysis steel, heat treated and tempered. Second growth hickory handles, stained red. Plumb's take-up wedge keeps handles tight. Black rust-proof finish.

No.	Wt. head	Wt. per doz.	Per doz.
HF-369	¼ lb.	6 lbs.	$25.70
HF-371	½ lb.	10 lbs.	27.00
HF-372	¾ lb.	13 lbs.	28.00
HF-373	1 lb.	16 lbs.	29.40
HF-374	1¼ lb.	20 lbs.	33.20
HF-375	1½ lb.	23 lbs.	33.60
HF-377	2 lb.	30 lbs.	38.40
HF-379	2½ lb.	33 lbs.	42.00

One-half dozen in a box

STANLEY BALL PEIN



Octagon pattern. Polished. Forged "super-heat-treated" head securely wedged to selected white hickory handle.

No.	Wt. head	Wt. per doz.	Per doz
306	¼ lb.	6 lbs.	$25.20
308	½ lb.	10 lbs.	27.60
309	¾ lb.	13 lbs.	27.60
310	1 lb.	16 lbs.	30.00
311	1¼ lb.	20 lbs.	32.40
312	1½ lb.	23 lbs.	33.60
314	2 lb.	30 lbs.	39.60
316	2½ lb.	33 lbs.	44.40

One-half dozen in a box

STANDARD — BALL PEIN

Octagon pattern. Special black finish with polished face and pein. Forged head securely wedged to processed hickory.

No.	Wt. head	Wt. per doz.	Per doz
306-B	¼ lb.	6 lbs.	$20.40
308-B	½ lb.	10 lbs.	20.40
309-B	¾ lb.	13 lbs.	22.80
310-B	1 lb.	16 lbs.	23.60
311-B	1¼ lb.	20 lbs.	27.60
312-B	1½ lb.	23 lbs.	28.80
314-B	2 lb.	30 lbs.	33.60
316-B	2½ lb.	33 lbs.	37.20

One-half dozen in a box

DEFIANCE — BALL PEIN

Black head, polished face and pein. Forged from high grade steel and correctly heat treated. Hickory handles.

No.	Wt. head	Wt per doz.	Per doz
0309	¾ lb.	12 lbs.	$20.40
0310	1 lb.	17 lbs.	21.60
0311	1¼ lb.	21 lbs.	23.60
0312	1½ lb.	24 lbs.	25.20
0314	2 lb.	30 lbs.	28.80

One-half dozen in a box

STANLEY — CROSS PEIN

"Super-heat-treated" head, polished finish. "Evertite" hickory handle.

No	Wt. head	Wt. per doz.	Per doz
352	1½ lb.	23½ lbs.	$42.00

One-half dozen in a box

STANLEY — STRAIGHT PEIN

"Super-heat-treated" head, polished finish. Polished "Evertite" hickory handle

No.	Wt. head	Wt per doz.	Per doz.
332	1½ lb.	23½ lbs.	$42.00

One-half dozen in a box

STANLEY ENGINEERS'

Double face. Polished finish. Forged "super-heat-treated" head securely fastened to selected "Evertite" processed hickory 16-inch handle.

No.	Wt. head	Wt. per doz.	Per doz
392	2½ lb.	47 lbs.	$45.60
393	3 lb.	54 lbs.	49.20

One-third dozen in a box

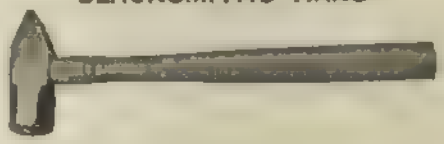
PLUMB ENGINEERS' AND BLACKSMITHS'

Forged from one-piece special analysis steel, heat treated and tempered, black rust-proof finish. Second growth hickory handles, stained red. Plumb's take-up wedge keeps handles tight.

No.	Wt. head	Wt. per doz.	Per doz
HF-281	2 lb.	32 lbs.	$42.40
HF-282	2½ lb.	36 lbs.	46.00
HF-283	3 lb.	44 lbs.	50.80

One-half dozen in a box

STANLEY BLACKSMITHS' HAND

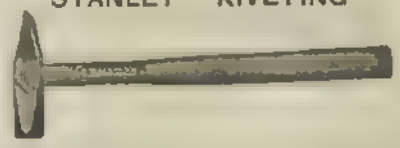


Forged "super-heat-treated" head, polished finish, securely fastened to selected "Evertite" processed hickory handle.

No.	Wt. head	Wt. per doz.	Per doz
401	2 lb.	32 lbs.	$39.50
402	2½ lb.	40 lbs.	42.00
403	3 lb.	44 lbs.	46.50

One-third dozen in a box

STANLEY — RIVETING

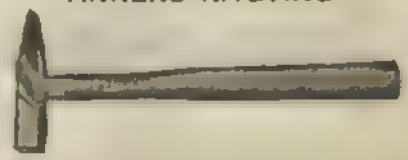


Plain eye. Forged "super-heat-treated" head, polished finish, securely fastened to "Evertite" processed selected hickory handle.

No.	Wt. head	Wt. per doz.	Per doz
230	4 oz.	7 lbs.	$25.20
231	7 oz.	9 lbs.	25.20
232	9 oz.	12 lbs.	28.00
233	12 oz.	14 lbs.	28.00

One-half dozen in a box

STANLEY TINNERS' RIVETING



Plain eye. Forged "super-heat-treated" head securely fastened to "Evertite" processed selected hickory handle.

No.	Wt. head	Wt. per doz.	Per doz.
461	8 oz.	10 lbs.	$29.40
462	12 oz.	14 lbs.	29.40

One-half dozen in a box

NAIL HAMMERS

STANLEY CURVED CLAW

SEMI-RIPPING PATTERN

Octagon neck and poll. Highly polished. Octagon neck handle of specially selected, white, straight grained hickory

No.	Wt head	Wt. per doz.	Per doz
31½-F	16 oz.	18 lbs.	$42.00

One-twelfth dozen in a box

STANLEY STRAIGHT CLAW

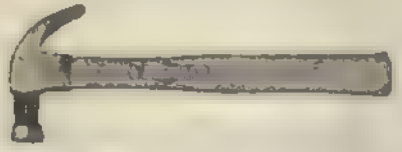
RIPPING PATTERN

Highly polished. Octagon neck handles of specially selected white, straight grained hickory

No	Wt head	Wt per doz.	Per doz
31½-FR	16 oz.	18 lbs.	$42.00

One-twelfth dozen in a box

STANLEY-ATHA CLAW



Round neck and poll. Forged "super-heat-treated" head securely fastened to selected "Evertite" processed hickory handle. Polished with black neck.

No.	Wt head	Wt per doz.	Per doz
51	20 oz	24 lbs	$42.00
51½	16 oz	18 lbs	37.20
52	13 oz	12 lbs	37.20
53	7 oz	9 lbs	36.00

One-half dozen in a box

STANLEY-ATHA RIPPING

Round neck and poll. Forged "super-heat-treated" head securely fastened to selected "Evertite" processed hickory handle. Polished with black neck.

No.	Wt. head	Wt. per doz.	Per doz.
51-A	20 oz.	24 lbs.	$42.00
51½-A	16 oz.	18 lbs.	37.20

One-half dozen in a box

STANDARD CLAW

Curved claw. Semi-ripping pattern. Round neck and poll Black finish.

No.	Wt. head	Wt per doz	Per doz.
101	20 oz.	24 lbs.	$36.00
101½	16 oz	18 lbs.	31.20
102	13 oz	9 lbs.	31.20

One-half dozen in a box

STANDARD RIPPING

Head is drop forged in positive dies and hardened and tempered on face and claws. Bell face polished with black neck, straight claw. Round neck and poll. Handle is nicely shaped from straight grain hickory.

No.	Wt head	Wt per doz	Per doz
101½-A	16 oz	18 lbs.	$31.20

One-half dozen in a box

"ARROW" — CLAW

Polished, with Black Neck, Curved Claw, Round Neck and Poll.

No	Wt head	Wt. per doz.	Per doz
111½	16 oz	9 lbs.	$25.20

One-half dozen in a box

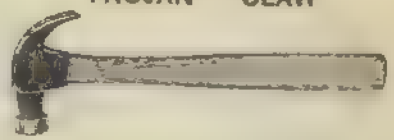
"ARROW" RIPPING

Polished, with black neck, straight Claw, Round Neck and Poll.

No	Wt head	Wt. per doz	Per doz
121½	16 oz.	9 lbs.	$25.20

One-half dozen in a box

TROJAN — CLAW



Rustless black finish. Adze eye, bell face. Cast steel, hardened and tempered. Polished face and claw. No. 2 hickory handles

No	Wt head	Wt. per doz	Per doz.
111½-T	16 oz	18 lbs.	$11.50

One-half dozen in a box

STANLEY NEWARK PATTERN

HEAVY RIPPING

Full polished head, octagon neck and face. High grade selected hickory handles

No.	Wt. head	Wt. per doz.	Per doz
60-B	32 oz.	30 lbs.	$48.00

One-third dozen in a box

FARRIERS HAMMERS

HELLER

Driving, regular pattern. Forged from special tool steel, carefully tempered and well finished. Select hickory handles.

No	Wt. each	Wt per doz.	Per doz.
64-A	14 oz.	14 lbs.	$37.20

One-half dozen in a box

STANLEY

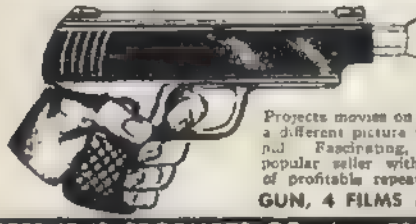
Cannon black finish. Head drop forged from special analysis steel and "super-heat-treated." "Evertite" hickory handle securely wedged to head. Adze eye. Straight claw, octagon poll.

No.	Wt each	Wt. per doz.	Per doz.
200	12 oz.	12½ lbs.	$33.20

One-half dozen in a box

Auto-Magic FILM SETS for Auto-Magic PICTURE GUN

give you year-'round sales and profits



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Projects movies on any flat surface—a different picture with every trigger pull. Fascinating, educational! A popular seller with the added plus of profitable repeat sales.

GUN, 4 FILMS & 2 BATTERIES TO RETAIL FOR $3.00

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Set No. 285
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Set No. 290
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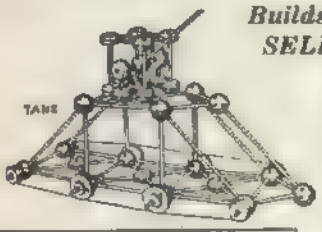
TO RETAIL 3 SETS FOR $1.00

STEPHENS PRODUCTS CO., Inc., 700 Jamaica Avenue, Brooklyn 8, N. Y.

MAKIT TOY

Builds Toys with ACTION
SELLS the Year 'Round



MAKIT TOYS are proving a steady source of repeat profits—one sale usually means a repeat sale for a larger size.

Builds toys with wheels that turn. Includes 3 colors of wheels 2 sizes of rods in 5 to 6 lengths, pressboard windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton.

COMES IN 3 SIZES
PRIMARY Makit—86 pieces
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The WONDER TOY from Hollywood

New! Fascinating construction toy. Builds everything from Dolls to Trains. 7 colors. 7 geometric shapes in fibre plastic. $1.75 and $2.95 retail, packed in gift box. Amazing profit-builder. Be first in your community.

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TOY NEWS AND NEW TOYS

Plastic 'Phones by Ideal

IDEAL "MAGIC PHONES"

With a pair of these Tenite plastic "Magic Phones," children's telephonitis can be more than make-believe. The tel[illegible] operate on the principle of sound power—[illegible] during the war for sound-power tele[illegible]one systems to carry voices a distance of two miles. No batteries or plug-ins are involved. Just set the two Tenite phones [illegible]nty feet apart and talk. To signal from one phone to the other, the lever on the front of the telephone base is pushed from left to right while both earphones are in their cradles. The Magic Phones are [illegible] (4½ by 6 by 3½ inches in size [illegible] models with bell-enclosed bases. They are made of a lustrous black Tenite and are practically unbreakable. The tele[illegible]phones make a practical intercomm[illegible] set for adults, too as well as a child's toy. And they're good instructors for any boy or girl who is just commencing the study of physics. Magic Phone intercommunicating telep[illegible] sets are manufactured by Ideal Novelty & Toy Co., 200 Fifth Avenue New York 10, N. Y. Tenite is a product of Tennessee Eastman Corporation, Kingsport, Tenn.

PLUTO FLASHLIGHT NEW DISNEY ITEM

New Walt Disney character item to hit the toy market is the Pluto flashlight. Novel and practical, Pluto's mouth lights up just by pushing his tail. Equipped with a standard battery and bulb, the Pluto flashlight measures 4¾ inches long. Molded of chip-proof plastic, the item is cellophane-wrapped and individually mounted on eye-catching display cards for over-the-counter sales. Made by Precision Specialties, Inc., 212 North Western Avenue, Los Angeles 4, California. About 69c, retail.

Pluto Flashlight by Precision Specialties

NEW COLOR KIT PACKAGE

The American Crayton Company announces a change in the popular No. 1907 Prang Textile Color Kit. The package is completely redesigned into a more compact unit. It is less bulky, [illegible] and easier to work with; takes up less room on the dealer's shelf, and in the home on the closet shelf or the work table; simplifies shipping and handling. In short, the new box is a long step ahead in efficiency. The manufacturer states that while [illegible] costs might have forced a raise in price at this time, by redesigning the package into the more compact unit, it still sells at the same $4.00 price and saves scarce paperboard at the same time. The new No. 1907 Prang Textile Color Kit contains the same complete contents as the old package—everything needed to

Home Textile Paints

stenciling fabrics with these famous colors: 8 jars of colors and two of Extendor, E-Z Cut Stencil Paper, ready cut stencils in one, two and three colors; stencil brush, stencil knife, complete directions, design sheets, and Do It Yourself booklet. All of these contents are fitted into the Kit compactly. The package is smartly designed in magenta, turquoise and black. For further information write The American Crayon Company, 380-480 Hayes Avenue, Sandusky, Ohio.

HERTZ WRITES ABOUT OLD TOYS

Louis H. Hertz, who is well-known as an authority on American toys and who has written several books on this subject is the author of a new book entitled "The Handbook of Old American Toys," published by Mark Haber & Company of Wethersfield, Connecticut, at a price of $3.50. The book is profusely illustrated and specifically arranged to answer most of the questions generally asked pertaining to this interesting subject. The toys are arranged under special classifications such as tin toys, iron toys, clock work toys, etc. Taken altogether, the book is of outstanding interest to dealers as well as manufacturers.

WILLIAM B. REMINGTON DIED

William Brodie Remington, President of Wm. B. Remington, Inc., advertising agents in Springfield, Massachusetts, died on December 6, 1947 at the age of 56. This company has for many years acted as the advertising agency for the Milton Bradley Company of Springfield.

UNIVERSAL APPOINTS REDELL & DEMOV

The Universal Manufacturing Company, manufacturers of the Gym-Dandy line of outdoor play equipment, has announced the appointment of Redell & Demov, Inc., of 230 Fifth Avenue, New York City, as their exclusive sales representative for the metropolitan New York area, comprising the territory within 75 miles of New York City—the entire state of New Jersey and the city of Philadelphia. The Gym-Dandy line actually consists of two separate groups of playground apparatus in a wide variety of styles; one, under the name of "Playmaster" and the other a de luxe group, the "Parkplay" incorporating the use of heavier tubing, ball bearing hangers and including two models with the exciting and exclusive "Sky Skooter" feature. All models in their clean cut, careful construction clearly reflect the Universal policy using only the finest of materials and workmanship while the wide spread of the uprights and the ample length of the top bars insure that extra degree of safety which is the keystone of all Universal products. The line, as a whole, embraces many desired play features from the simple two-play see-saw to the elaborate 9-play set and the two de luxe sets, No. 346 and No. 456 with the Sky Skooter, the pumping swing which can be operated by either one or two children. Gym-Dandy sets have enjoyed a very wide and enthusiastic acceptance throughout the South. Now, however, expanded manufacturing facilities have enabled the company to extend their sales territories and Redell & Demov, Inc., in keeping with their policy of handling only quality items, are proud to include the

Gym-Dandy by Universal

Universal line in the family of their other "plus" products, Columbia bicycles, Westinghouse chain drive trikes and sidewalk bikes, Ramsdell rockers, etc. Samples are now on display at their showroom, 230 Fifth Avenue at 27th Street, New York City, and Redell & Demov, Inc., cordially invite their many friends to inspect this line of fine and fast-selling play sets.

STEVEN TOYS

announce

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World's only unbreakable ALL-PLASTIC Kaleidoscope! Toy-and-game. Unbreakable plastic end caps. Size 8½"

No 200 . . . kit complete with hundreds of tiny pattern-producing objects. To retail at $1.98

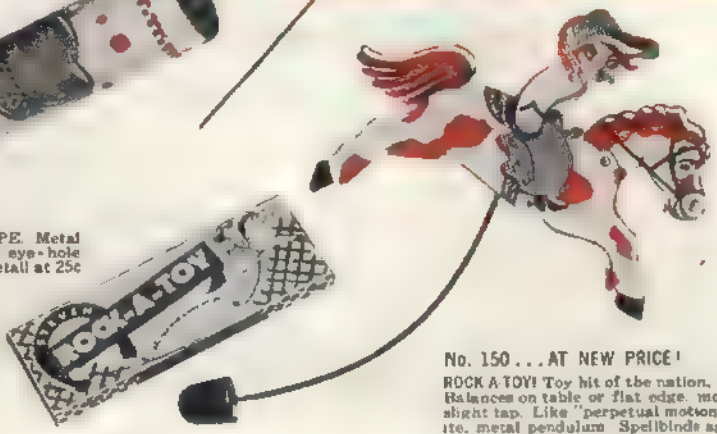
No 129 . . . same as No 200 but not supplied with extra sets of pattern-making objects. To retail at $1.29

No. 50

Revolving action KALEIDOSCOPE. Turning head! Twists tantalizing cavalcades of eye-delighting designs. Lithographed in 3 brilliant colors on aluminum foil; metal reinforced ends to match foil. To retail at 49c

No. 25

Colorful fibre cylinder KALEIDOSCOPE. Metal reinforced ends; transparent plastic eye-hole cover. 3 colors, asstd. Size 7½". To retail at 25c



No. 150 . . . AT NEW PRICE!

ROCK-A-TOY! Toy hit of the nation. Cowpoke on pinto. Balances on table or flat edge, moves to and fro at slight tap. Like "perpetual motion!" 4-color masonite, metal pendulum. Spellbinds ages 1 to 6. Beautiful individual package. To retail at 98c

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An all steel combination See Saw and Spinner. Specially built for younger children, combines the fun of the see saw with the added joy of a spinner. Provides hours of wholesome entertainment. All year round appeal—suitable for the playroom or outdoor use.

Castelli KIDDIE GLIDER

Look Magazine—Nov. 15th issue stressed its safety features. The latest addition to the toy line. Sturdily constructed—popular with children and parents too. A safe entertainer for the younger children in the playroom or out of doors.

Castelli ROCK-R-SWING

Rock-R-Swing's appeal to all young children—for tiny tots they are ideal. The chair may be quickly detached from the swing frame for use as a rocker.

Place orders now to insure stock for spring and summer requirements.

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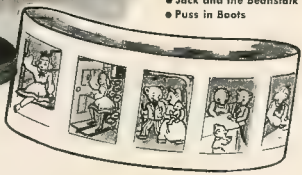
THE EYE-CATCHING—STORY TELLING—
MERRY-GO-ROUND MOTION DOES IT!**

Complete with Four Quickly Interchangeable—Full Color Story Strips, Consisting of:

- Goldie Locks and the Three Bears
- Little Red Riding Hood
- Jack and the Beanstalk
- Puss in Boots



Beautiful

Decorative leatherette—embossed parchment shade—11 in. in diameter. Entire lamp stands 15 inches high.

Sturdy

No mechanical parts to go out of order. Expertly engineered—genuine sapphire jewel bearing supports rotating inner shade.

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Six foot cord, Underwriters' Approved.

It's love at first sight with Story-Go-Round—it fascinates folks of every age! Switch it on . . . brilliantly colorful, illuminated fairy tale pictures move like magic in an endless and enchanting panorama before two large viewing windows in outer shade. It's guaranteed trouble-free! Heat radiated by bulb keeps inner story shade revolving—it never ceases the attention-compelling action that skyrockets sales!

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STROMBECKER ASSEMBLY KITS

NORTHROP P-61-C

Twin-Engine Night Fighter. Dimensions when assembled: Wingspread, 11 inches. Fuselage, 8¼ inches. Height, 2½ inches. Packed in box, 12x3¾x1½ inches

No.	Wt. each	Each
C-33	6 ozs	★$1.00

Thirty-six in a carton

DC-6 FLAGSHIP

Four-engine Douglas DC-6 Transport. Dimensions when assembled: Wingspan, 13 inches; length, 11 inches. Set-up box, 12x3¾x1½ inches.

No	Wt. each	Each
C-36	4 ozs.	★$1.00

Thirty-six in a carton

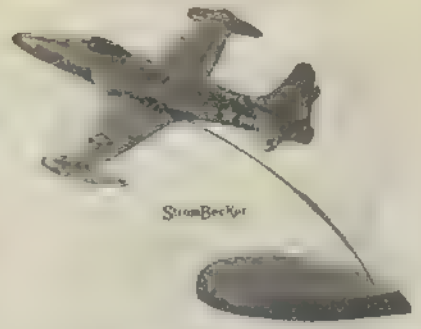
CONVAIR FLAGSHIP

Twin-engine Consolidated-Vultee Transport. Dimensions when assembled: Wingspan, 10 inches; length, 8¼ inches. Folding box, 12⅝x3⅛x1⅜ inches.

No.	Wt. each	Each
C-38	3 ozs.	★$0.69

Seventy-two in a carton

LOCKHEED P-80



Jet Propelled Superfighter. Dimensions when assembled: Wingspread 6½ inches. Fuselage 5¾ inches. Height 1⅝ inches. Packed in box, 9x3x1⅜ inches.

No.	Wt. each	Each
C-32	3 ozs.	★$0.59

Seventy-two in a carton

SWIFT 125 LAND PLANE

Single engine, low-wing monoplane. Dimensions when assembled: Wingspan, 7½ inches; length, 5½ inches. Folding box, 9x3x1⅜ inches.

No.	Wt. each	Each
C-39	2 ozs.	★$0.50

Seventy-two in a carton

SWIFT 125 SEA PLANE

Single-engine, low-wing monoplane. Floats take the place of regular landing gear. Dimensions when assembled: Wingspan, 7½ inches; length, 5½ inches. Folding carton, 9x3x1⅜ inches.

No	Wt. each	Each
C-40	2 ozs.	★$0.50

Seventy-two in a carton

DOUGLAS DC-3

Two-Engine Douglas Transport. Dimensions when assembled: Wingspread 10½ inches. Length 7 inches. Packed in box, 12⅝x3⅛x1⅜ inches

No.	Wt each	Each
C-35	3 ozs.	★$0.59

Seventy-two in a carton

PIPER CUB SUPER CRUISER

Single-Engine High Wing Monoplane. Dimensions when assembled: Wingspread 8⅞ inches. Fuselage 5¼ inches. Height 1¾ inches. Packed in box, 9x3x1⅜ inches.

No.	Wt each	Each
C-34	2 ozs	★$0.50

Seventy-two in a carton

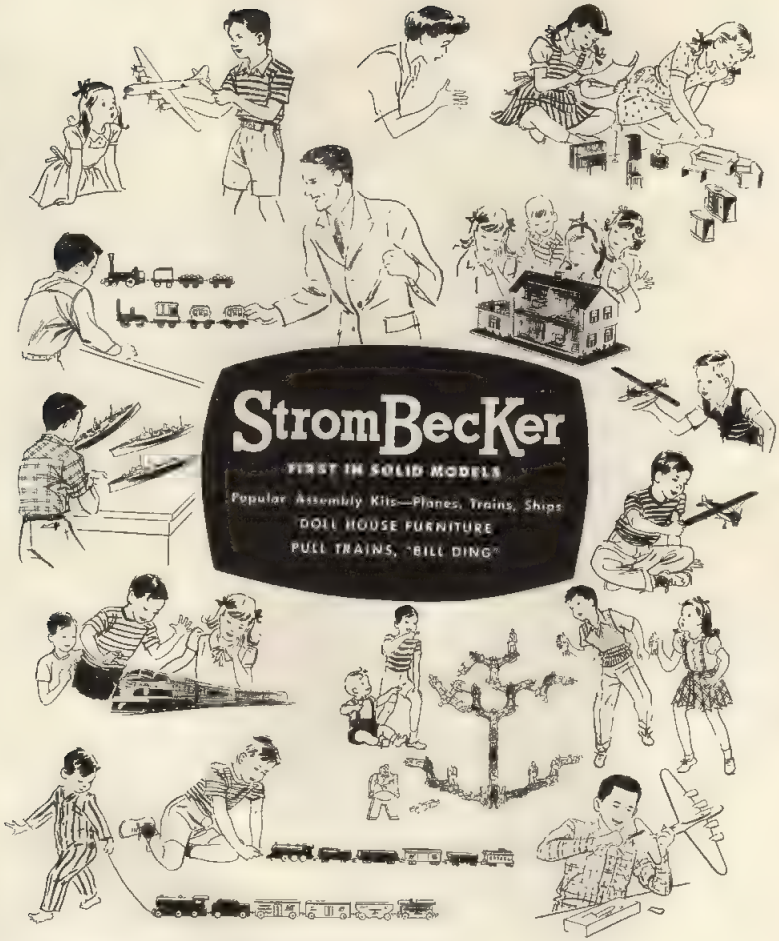
PIPER CUB SEA SCOUT

Single-Engine High Wing Monoplane with floats. Dimensions when assembled: Wingspread 8⅞ inches. Fuselage 5¼ inches. Height 1¾ inches Packed in box, 9x3x1⅜ inches.

No	Wt. each	Each
C-37	2 ozs.	★$0.50

Seventy-two in a carton

★ Factory Suggested Resale Price



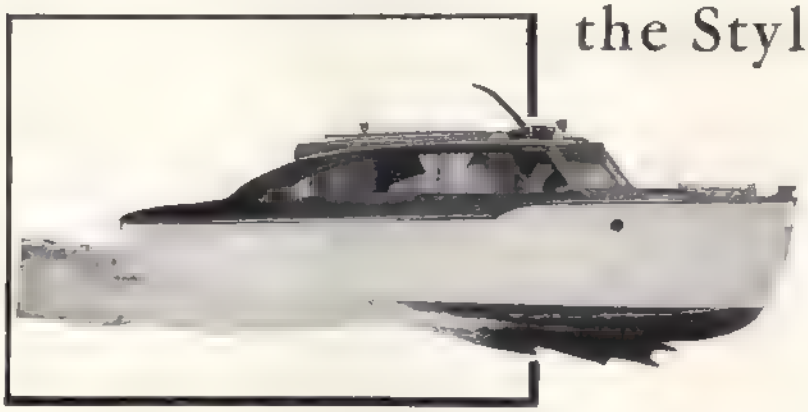
STROMBECK-BECKER MFG. CO., Dept. TF-3, Moline, Illinois

New York Office, 200 Fifth Avenue, Room 540-F

STROMBECK-BECKER MFG. CO., Dept. PF-3, Moline, Illinois
New York Office, 200 Fifth Avenue, Room 540-E

FUN UNLIMITED FOR '48!

the Style-Craft "27"



Length: 27′ 4″; draft 22″; beam 11′; headroom 6′ 4″; sleeping 4 persons; speeds 22-24 m.p.h. and up.

WITH foaming wake astern and a clear horizon ahead set your course for fun, relaxation and adventure with a new STYLE-CRAFT 27′ Deluxe Sedan Cruiser.

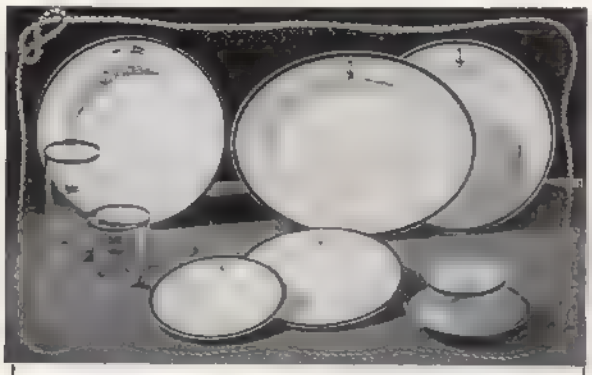
YOU ARE looking at luxury that is well within your means. It is a STYLE-CRAFT 27′, of course! And, it embodies all that is new and proven and practical in design and construction. Yes, the husky 27′ deluxe sedan has sleeping accommodations for four, with complete home-like livability.

The proven integrity of a staunch white oak hull frame construction with cedar planked topsides and double diagonal cedar bottom, bronze screw fastened means a sound investment for many years to come.

Style-Craft BUILDING CO., Severna Park, Md.

BUILDERS OF THE EVER POPULAR STYLE-CRAFT 27′ CRUISER

Valuable Dealer Franchise Available for Some Territories



Yacht China and Crystal

Plummer, Ltd. has outfitted some of the finest yachts with china, crystal and miscellaneous items. "Yacht China and Crystal" is one of our highly specialized departments, supervised by a manager experienced in catering to yachtsmen. He will cooperate closely in working out designs colors and flags in our studio, to fit individual needs. We keep a record of your order and will furnish replacements from season to season.

We use fine English Ware, ideal for yacht service, as it is both light in weight and durable. An American Crystal, in special weight, has been proven perfect for ship-board use. Prices vary according to requirements. We will gladly furnish estimates upon request. Allow three weeks for delivery.

Plummer LTD.

734 FIFTH AVENUE, NEW YORK

RACING HARDWARE for WINNING BOATS

DESENCO 1948 Racing Hardware will be used on 1948's winning craft as in former years

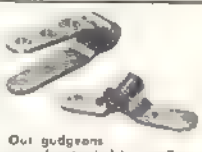
New! Standard or fiddle blocks with or without swivel head. Made in 3 types, in brass or stainless for line sizes 1/4" to 7/16.

Lightest and simplest jib hanks on the market. Easy to install—no parts move. Stainless or brass.

Reinforced phenolic sheaves of Micarta are half the weight of aluminum, wear as well and are far more corrosion resistant. Desenco cast brass sheaves accurately machined.

Desenco pintles are made from extruded brass of high strength. Two pin lengths 1 1/8 and 1 1/2". Fit 3/4 blade.

Desenco swivel attachments are made in brass or stainless. They convert any standard bracket or fiddle block to a swivel block. Simple and proven.



Our gudgeons are of extruded brass. Two types — strap and plate. Straps fit 3/4 blade but can be spread or squeezed in fit. Hole size 13/32". Chrome finish available on order.

See your Local Dealer or Write—

YACHT DIVISION

DESIGN ENGINEERING CO.

1010 WEST MISSION STREET, SOUTH PASADENA, CALIF.

ELECTRIC FOOD MIXERS

UNIVERSAL

White enamel finish with black trim. Rubber feet prevent marring. Detachable air cooled, direct-drive motor is balanced for portable use. Motor has governor insuring full power at any speed. Stainless steel beaters. Includes 1 and 3 quart mixing bowls, juicer, beverage mixer and strainer attachment. Permanently attached 6-foot rubber covered cord, 110 to 120 volts, 150 watts, AC only.

No.	Weight each	Each
EA6201	23 lbs.	★$38.50

One in a carton

GENERAL ELECTRIC

White baked enamel finish. Multi-speed switch, located close to handle, provides single-hand control of complete range of operating speeds. Sturdy, high-torque GE motor has power for all speeds. Deep beaters can be inserted and locked in place with one hand. Gray Textolite handle. Swing hinge turns mixer to inverted position without removal from base. Built-in light illuminates bowl. Dough guards. Firm base, non-scratch rubber feet. Sealed-in-oil operating mechanism. All-rubber, GE cord set. Recipe booklet included. 150 watts, 120 volts, AC or DC. Complete with No. DM8-P350 juice extractor.

No.	Weight each	Each
123-M9	22 lbs.	(F)$34.95

One in a carton

G.E. ACCESSORIES

KITCHEN ASSORTMENT

Consists of Reduction Unit, Drink Mixer, Knife Sharpener, Food Chopper, Grater and Buffer.

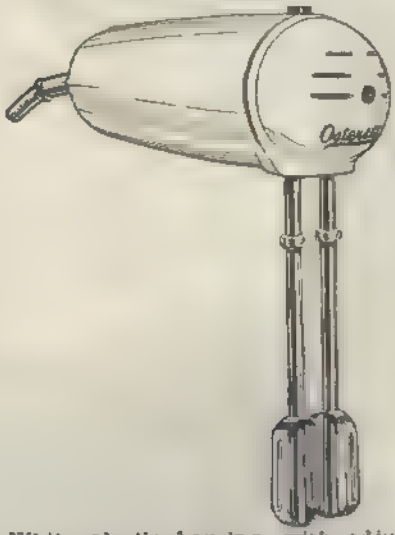
No.	Weight per set	Per set
DM8P-303	14 lbs.	(F)$21.95

One set in a package

MIXER BOWLS

No.		Each
417-4641	Small	(F)$1.45
417-4642	Large	(F) 2.10

OSTERETTE PORTABLE MIXER



White plastic housing, with adjustable stainless steel double beaters which can be used individually or together. Compact size with switch placed for thumb-tip control. Equipped with wall bracket for hanging. Length, 6½ inches; diameter, 2⅞ inches. Universal motor, 55 watts, 110-120 volts, AC or DC. 8-foot cord.

No.	Wt. each	Each
400	2 lbs.	★$14.95

One in a carton. Six in a case

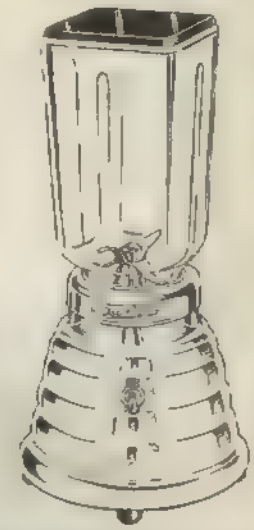
UNIVERSAL MIXABLEND

Mixes, blends, and whips foods including light batters. Clear glass container, with permanently attached metal base. Liquid measuring chart on quart glass shows ⅛ cup to 4 cups and from 4 ounces to 32 ounces. Two-speed extra powerful motor with 4-position switch. Motor equipped with self-lubricating ball bearings. Six stainless steel cutters. Black bakelite cover. Equipped with radio interference eliminators. Permanently attached 6-foot cord. AC or DC.

No.	Wt. each	Each
EA-6403	12 lbs.	★$29.95

One in a carton

OSTERIZER



For blending, liquefying and mixing all foods. Heavy, heat resistant glass container, with polished, die cast, detachable container bottom, and black rubber cover. Stainless steel agitator assembly. Die cast base. Six-inch rubber covered lead cord and rubber plug. 115 volt, AC or DC.

No.	Wt. each	Each
10	10 lbs.	★$39.50

One in a carton. Six in a case

(F) Fair Traded
★ Factory Suggested Resale Price

NESCO ELECTRIC ROASTERS

AUTOMATIC WITH CLOCK

White baked enamel finish with black trim. Black porcelain enameled heating and cooking wells. Thick glass wool insulation. Single shell stainless steel cover, polished outside, with satin finish inside. Browning vent clearly marked. Dial on front releases latch and cover automatically opens to 90° angle. Bi-metallic type thermostat operated by plastic control dial, from "Off" to 500 degrees. Plastic jewel signal light for temperature control. Black plastic handles, and reflex type heating element. Equipment includes tinplate cookie sheet, 6-foot cord set, and recipe book. Dimensions: 23⅞ inches long, 18 inches wide, and 13 inches high. 1320 watts, 110-120 volts, AC only.

No.	Capacity	Wt. each	Each
109-03	20 quart	36¼ lbs.	★$59.95

One in a carton

ROASTER STAND

For No. 109-03 Roaster only. Totally enclosed cabinet, all-welded steel frame with white baked enamel finish. Recessed base. Hinged door with chrome handle opens to 2 storage shelves. Size 21¼ inches wide, 14¼ inches deep, and 30¼ inches high.

No.	Wt. each	Each
91005	30 lbs.	★$19.95

One in a carton

AUTOMATIC WITHOUT CLOCK

White baked enamel finish with black plastic handles, and black and chrome trim. Black porcelain enameled heating and cooking wells. Thick, glass-wool insulation. Single shell aluminum cover with push button release, has removable glass window. Temperature control dial has 8 settings, and is calibrated from 150° to 500°, with signal light below knob. Black plastic dial-type browning vent. Bi-metallic type thermostat. Reflex type heating element with nickel chromium resistance wires applied to sides and bottom. Includes 4-position adjustable wire rack, removable cooking well, 3-piece cooking set, 6-foot cord set, and recipe book. Size: 24 inches long, 16⅝ inches wide, and 12⅝ inches high. Rated 1320 watts, 110-120 volts, AC only.

No.	Capacity	Wt. each	Each
126-03	18 qt.	35½ lbs.	★$49.95

One in a carton

AUTOMATIC WITHOUT CLOCK

White baked enamel finish with black plastic handles and trim. Black porcelain enameled heating and cooking wells. Thick, glass wool insulation. Single shell aluminum cover with plastic lift-off handle and slide-type browning vent. Thermostatic control dial is calibrated from 150° to 500°, with red signal light showing when current is on. Reflex type heating element with nickel chromium resistance wires applied to sides and bottom. Includes 4-position adjustable lift-type wire rack, removable cooking well, 3-piece cooking set, 6-foot cord set and recipe book. Size: 24 inches long, 15¾ inches wide, and 13⅝ inches high. Rated 1320 watts, 110-120 volts, AC only.

No.	Capacity	Wt. each	Each
125-03	18 qt.	31¼ lbs.	★$37.95

One in a carton

ROASTER STAND

For No. 126-03 and No. 125-03 roasters only. White baked enamel finish, with black recessed base, and black trim. Refrigerator type door opens to storage shelves. Caster mounted, and of standard kitchen counter top height. Size: 28¾ x 21x15½ inches.

No.	Wt. each	Each
124	41½ lbs.	★$19.95

One in a carton

BROILER—GRIDDLE

For No. 109-03 and No. 126-03 Roasters only. Cast aluminum with black plastic handle. Removable heating element. Size: 2¾x15x16 inches. Rated 1500 or 1320 watts, 110-120 volts, AC or DC.

No.	Wt. each	Each
3012A	5 lbs.	★$9.95

One in a carton

BROILER—GRIDDLE

For No. 125-03 roaster only. Cast aluminum. Size, 2¾x15x16 inches. Rated 1320 watts, 110-120 volts, AC or DC.

No.	Wt. each	Each
3013	5 lbs.	★$6.95

One in a carton

TIMER CLOCK

For No. 126-03 and No. 125-03 roasters only. Turns roaster on and off at pre-set time. Also serves as regular kitchen clock. Complete wiring harness and installation instructions included. Must be used in conjunction with No. 124 cabinet.

No.	Wt. each	Each
127	2¼ lbs.	★$12.95

One in a carton

★ Factory Suggested Resale Price

Sunruco

RUBBER TOYS

No. 112D465 — Standing Rubber Doll. Rubber used is high grade and non-toxic. The dyes are harmless, colors are fast and especially treated for durability and life-like appearance. Flesh color—decorated mouth, eyes, and head standing position—equipped with squeeze-type voice. Packaged in attractive, illustrated carton with cellophane window. Height, 5½ inches

Per dozen . $2.85

Sunbabe

Rubber Dolls

Sunbabe Rubber Dolls. The sunbabe family creates instant eye appeal for youngsters, and for grown ups too. Jointed legs and arms are movable the head turns and tilts. Sleeping eyes with real lashes and firmly anchored. Models that go to sleep have a hard composition head. With non-closing eyes, the head is of soft rubber. Body contours and facial features are realistic, with natural-looking rosy cheeks, well sculptured nose, mouth, and ears. Both wavy hair and baby fuzz are molded and realistically tinted. The dolls are specially treated by a new process to repel dirt absorption—they are tinted with fast colors and can be bathed as often as desired. Sunbabe drinks her bottle, wets her diaper and water cannot leak out at joints. Packaged in cellophane and bright gay-colored boxes. Nursing bottle and flannelette diaper with pins included

No.	Height	Type	Each	Per dozen
112D481	11 in.	Painted Eyes	$1.70	$19.20
112D482	11 in.	Sleeping Eyes	2.50	28.80
112D483	13 in.	Painted Eyes	2.50	28.80
112D484	13 in.	Sleeping Eyes	3.25	37.50

No. 112D486 — "Chunky" Girl Rubber Doll. Flesh color with lovable, demure expression. Decorated mouth, eyes, and head. Painted matched dress and bonnet. Standing position with squeeze-type voice. High grade non-toxic rubber with harmless dyes and fast colors. Packed in cellophane bag. Height 7½ inches.

Each . 55¢

Per dozen . $5.75

No. 112M2558 — Mickey Mouse Fire Truck. Mickey Mouse drives this racy fire truck while Donald Duck brakes himself in the back. Entirely rubber moulded rubber wheels with patented nickel-steel axle assembly. Mickey's head is movable—truck and hats are painted brilliant fire engine red, with silver, black, yellow, white and flesh trim. Size, 3¼" long and 4" high. Individually packaged in a smart fire station carton that gives double play value

Each . . . . . 65¢

Per dozen $6.75

Sunruco Latex Crib Cradle Toys. These toddler age toys provide endless entertainment for the child in his crib, tub or play pen. They can be chewed, squeezed or thrown. The realistic dyes used are harmless but color will not wash off in bathing. The special Sunruco squeeze whistle is firmly "built to stay" in the toy. Each packaged in cellophane bag for easy display. Three appealing style as listed below. Packed 3 dozen of a style to ctn.

No.	Style	Height	Per dozen	Per carton
112D490	Dog	3½ in.	$1.90	$5.50
112D491	Cat	3½ in.		
112D492	Pig	3½ in.		

No. 112D492—Latex Cradle Toy Assortment. Consists of 4 each of above 1 dozen in all, in carton

Per dozen $1.95

No. 112M2557 — Donald Duck Roadster. Here's a speedy, sporty roadster with a lot of boy appeal. Donald Duck is at the wheel while Pluto crouches in the rumble seat. Donald's head is movable. Entirely rubber moulded rubber wheels with patented nickeled-steel axle assembly. Attractive three color combination with realistic chrome-color trimmings. Size: 6 9/16" long, 3 11/16" high, and 2 7/16" wide. Packed in attractive individual carton

Each . . . . . 65¢

Per dozen $6.75

No. 112M2558 — Mickey Mouse Aeroplane. Mickey Mouse in flashy red and yellow aeroplane. Size: 6¼" long, 2 7/16" high and 6 5/16" wingspread

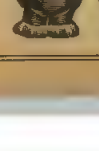
Each . . . . . 65¢

Per dozen $6.75

No. 112D487 "Porky Pig". An original Lantz creation 5¾ inches high. High grade, non-toxic rubber with harmless dyes and fast colors. Decorated features, simulated clothing in contrasting color combinations. Standing position with squeeze-type voice. Packed in cellophane bag

Each . . . . . 55¢

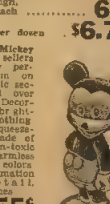
Per dozen $5.75



No. 112D488—"Oswald" Rabbit. Another Lantz model, 2½ inches high, decorated features, simulated clothing in contrasting color combinations. Standing position with split legs. Equipped with squeeze-type voice. Made of high grade non-toxic rubber with harmless dyes and fast colors. Sanitary, durable, and safe. Packed in cellophane bag

Each . . . . . 55¢

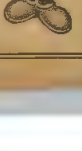
Per dozen $5.75



No. 112D489 — Mickey Mouse. Best sellers wherever Disney personalities perform on screen or in comic sections—the world over in other words. Decorated features, brightly colored clothing. Equipped with squeeze-type whistle. Made of high grade non-toxic rubber with harmless dyes and fast colors. Faithful in animation and mold detail. Height, 6¾ inches

Each . . . . . 55¢

Per dozen $5.75



SUNRUCO RUBBER TOYS

"SUNBABE" DRINKING-WETTING

Natural flesh color. Drinking-wetting jointed doll, movable arms and legs, Sunite hard composition head, and sleeping eyes. Assumes sitting position. Dressed in romper with nursing bottle. Squeeze-type voice.

No.	Height	Wt. per doz.	Per doz.
10004	11 in.	16 lbs.	$50.00
10006	13 in.	21 lbs.	60.00

One in a box. One dozen in a carton

"SUNBABE" DRINKING-WETTING

Same as No. 10004, but with painted eyes, and dressed in diaper.

No.	Height	Wt. per doz.	Per doz.
10002	11 in.	16 lbs.	$30.00
10005	13 in.	20 lbs.	48.00

One in a box. One dozen in a carton

"HAPPY KAPPY" BABY DOLL

Flesh color. Decorated mouth, eyes and head. Simulated bonnet. Standing position with split legs. Squeeze type voice.

No.	Height	Wt. per doz.	Per doz.
11007	7¼ in.	5 lbs.	$10.30

One dozen in a carton

"CHUNKY" SISTER DOLL

Flesh color. Decorated mouth, eyes and head. Painted matched dress, bobby-sox and shoes. Standing position with split legs. Squeeze type voice.

No.	Height	Wt. per doz.	Per doz.
11008	7¼ in.	5 lbs.	$10.30

One dozen in a carton

"ROMPY" BROTHER DOLL

Flesh color. Decorated mouth, eyes and head. Painted matching suit, sox and shoes. Standing position with split legs. Squeeze type voice.

No.	Height	Wt. per doz.	Per doz.
11009	7¼ in.	5 lbs.	$10.30

One dozen in a carton

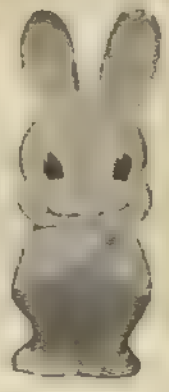
STANDING BABY DOLL

Flesh color, decorated mouth, eyes and head. Standing position. Squeeze type voice.

No.	Height	Wt. per doz.	Per doz.
11005	5½ in.	7½ lbs.	$5.70

Three dozen in a carton

"OSWALD" RABBIT



Decorated features, with simulated clothing in contrasting color combinations. Standing position. Squeeze type voice.

No.	Height	Wt. per doz.	Per doz.
11011	7½ in.	4 lbs.	$10.30

One dozen in a carton

"PORKY PIG"

Decorated features, with simulated clothing in contrasting color combinations. Standing position with split legs. Squeeze type voice.

No.	Height	Wt. per doz.	Per doz.
11010	5¾ in.	3½ lbs.	$10.30

One dozen in a carton

"KITTY-BE-MEW"

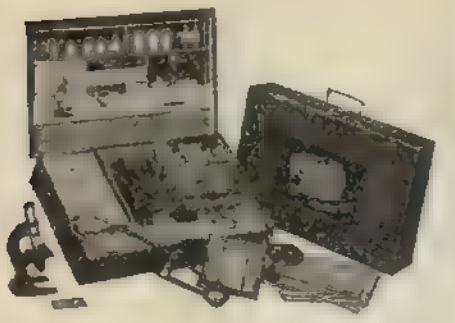
Pussy cat with decorated features and simulated clothing in contrasting color combinations. Standing position. Squeeze type voice.

No.	Height	Wt. per doz.	Per doz.
11012	5¾ in.	3½ lbs.	$10.30

One dozen in a carton

PRESSMAN TOYS

SMALL FRY DOCTOR KIT



Contains real metal microscope, stethoscope, plastic eye glasses with temple pieces; wrist watch, thermometer, apron and armband, appointment pad-clock card, and other medico equipment. Packed in valise-type box, 15½x10¼x3 inches, lithographed in alligator leather design.

No.	Wt. per doz.	Per doz.
2224	24 lbs.	$37.20

One dozen in a carton

No. 1124

Same as No. 2224, but smaller size. Packed in valise-type box, 12x7¾x2½ inches, lithographed in alligator leather design.

No	Wt. per doz.	Per doz.
1124	12 lbs.	$18.00

Two dozen in a carton

SMALL FRY NURSE KIT

Contains medicine cabinet with real mirrored door, stethoscope, nurse's apron, armband, cap and mask, metal pan, sponge, scissor, wristwatch, diploma, and other necessary nurse equipment. Packed in valise-type box, 15½x10¼x3 inches, lithographed in alligator leather design.

No.	Wt. per doz.	Per doz
2226	22 lbs.	$37.20

One dozen in a carton

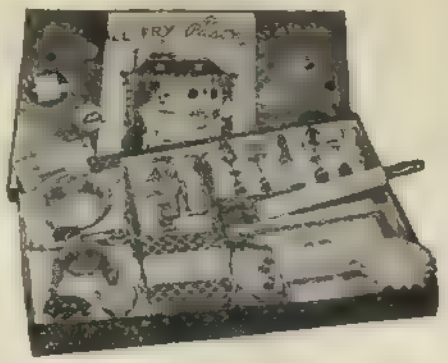
No. 1126

Same as No. 2226, but smaller size. Packed in valise-type box, 12x7¾x2½ inches, lithographed in alligator leather design.

No.	Wt. per doz.	Per doz.
1126	12 lbs.	$18.00

Two dozen in a carton

SMALL FRY PASTRY SET



Contains meat grinder that works, plastic apron, 4 metal utensils, 2 cookie cutters, egg beater, rolling pin, "I need" board and pegs, masher, thermometer, mixing bowl, and other small cooking utensils. Packed in display box, 20¼x13¼x2 inches.

No.	Wt. per doz.	Per doz.
2202	36 lbs.	$37.20

One dozen in a carton

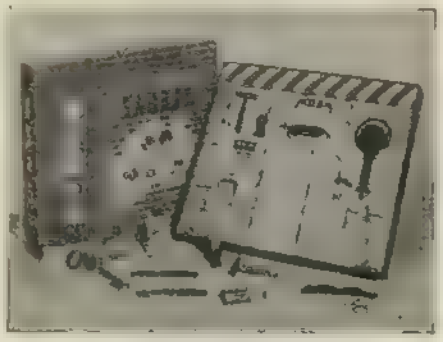
No. 1102

Same as No. 2202, but smaller size Packed in lithographed display box, 16¾x11½x2 inches.

No.	Wt. per doz.	Per doz.
1102	25 lbs.	$18.00

Two dozen in a carton

BARBER SET

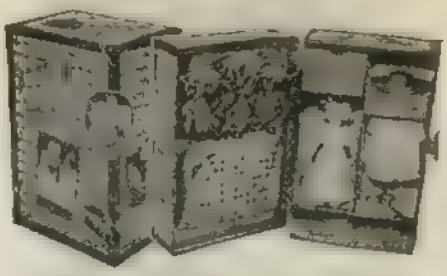


Contains real barber apron, miniature Gem razor, paper Gem blades, shaving soap, wood shaving bowl, moustache, Wildroot hair tonic, shaving brush, hand mirror, cutting comb, trimming comb, plastic scissor, lotion and direction booklet. Packed in set-up box 15¼x13¾x2 inches with a cellophane frame representing exterior of a barber shop.

No.	Wt. per doz.	Per doz.
2277	22 lbs.	$34.80

One dozen in a carton

TROUSSEAU TRUNK

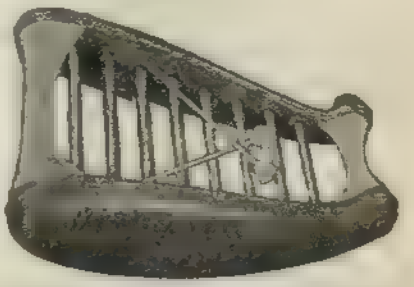


Sewing and knitting kit. Contains a 7-inch composition doll, 4 dresses featuring bridal dress and veil, flowers, hat, ribbons, veiling and feathers, material for an apron, wool and knitting needles, thread, thimble and scissors. Metal hinged trunk box, 12¼x7¾x5¾ inches.

No.	Wt. per doz.	Per doz.
2206	20 lbs.	$34.80

One dozen in a carton

ZELLOPHONE

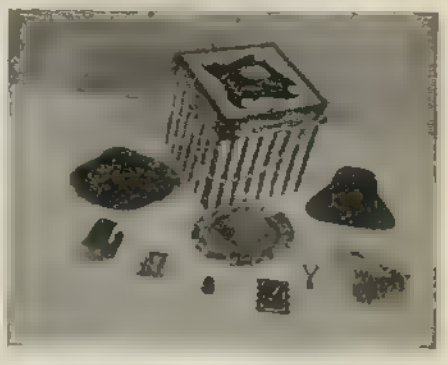


Modern design, 2-color decorated plastic frame with full octave of perfectly tuned brass tubes. Includes 2 mallets and music sheet. Lithographed labeled box, 12½x9¾x3½ inches.

No.	Wt. per doz.	Per doz.
1108	15 lbs.	$20.60

Two dozen in a carton

BONNET BOX



Creative milliner set. Contains 3 hats, feathers, veiling, ribbon, pair of scissors, thimble, needle and thread. Colored junior-size bonnet box with heavy braid carrying handle, size 7¼x7¼x7 inches.

No.	Wt. per doz.	Per doz.
1118	13 lbs.	$16.80

Two dozen in a carton

Sales Leaders In Toys and Games

Punching Bag Set

No. 34M828—Punchin' Bag Set. A great new item for youngsters that builds muscles and teaches co-ordination. Well constructed, the set features a pig-grained simulated leather bag on a flexible steel rod, and stands 42 inches high from a bright red, baked enamel metal stand 10 inches wide, 32 inches long. Colorfully decorated and embossed. Each unit is adjustable and portable. Set comes complete with inflating needle. Packed individually in Joe Palooka Storaway Chest.
Each **$4.15**

No. 3G1616—Jungle Hunt Game. Fire away—trap 'em alive. You can score twice with one ball in this exciting game. Pressed steel construction, beautifully lithographed in lively colors. Maneuverable gun.
Each **$1.15** Per dozen **$13.00**

Basketball Game

No. 112M2467—Basketball Game. Constructed sturdily of all-metal, it is comprised of a 12 inch playing field, pole, backboard, and basket, and lever at other end into which ball fits. When lever is pressed ball jumps into air and into basket. Ball attached to cord for added convenience. Lithographed in 4 bright colors with illustration. Individually packed.
Each . . . **50¢** Per dozen . **$5.25**

No. 11ZG852—Children's Golf Set. The biggest buy today in this type of toy. Set consists of a driver, midiron and putter constructed of finest cast aluminum mounted on finished hardwood sticks, realistically designed to resemble exactly a full size golf set. Complete with waterproof, shoulder type, sturdy carrying case and strap and red rubber golf ball. Case is 21 inches long, putter 24½ inches, midiron 26 inches, and driver 27 inches long. Retail price, $2.05 per set.
Each ..... **$2.00** Per dozen . . . **$22.75**

No. 11ZP1615—Auto Speedway. Thrills and spills to delight every child in this action packed auto racing toy. One car races around speedway, and when reaching tunnel, device automatically releases second car which races around to meet first car, etc. Beautifully lithographed in full color—all-metal sturdy construction. Cars have powerful precision wind-up motors to give long durable service. Attractively boxed.
Each . . . . . **$1.50** Per dozen **$16.85**

No. 11ZP1611—Auto Speedway, Jr. A grand little racing game as durably and attractively constructed as above. Car races around track and stops at number which is scored. Highest score in 5 tries is winner. Appealingly packaged to stimulate sales.
Each . . . **60¢** Per dozen **$6.60**

No. 11ZM2554—Three-Piece Garden Tool Set. Practical gardening for 'Youngsters' and 'Oldsters'. Farmerettes are so superbly designed that even 'Oldsters' are making practical use of these tools in gardening. Rake, hoe and shovel made of finest quality sixteen gauge steel with lustrous good-looking high baked red lacquered finish. All pieces fitted with natural hand rubbed hard wood handles. When the snow flies—make your Farmerette shovel a handy stowaway in the trunk compartment of your car. Specifications. Overall length, shovel, 30 inches, hoe and rake, 30½ inches. Packed 12 sets per carton.
Per set . . . . . **70¢** Per dozen sets . . . **$7.80**

No. 11ZP1668—Superfire Mechanical Machine Gun. A real thrill to every little boy. Gun simulates rat-a-tat-tat of an actual machine gun, and throws sparks from muzzle. A new mechanical toy that contains an improved long running motor. All-metal construction. Its generous substantial size of 26 inches long and 7½ inches high, along with durable attached strap which allows gun to be slung over shoulder, make it a super favorite. Individually boxed in 4-color container.
Each . . . . . **$2.10** Per dozen **$24.00**

Popular Toys For Girls and Boys

No. 3G1644—Back-O-Bell Game Miniature version of basketball—bell rings when basket is made Consists of 1 over-a-door hanger and bell ringing mechanism 1 ring 12" in diameter, 1 net 16" long and a four-panel ¾ diameter heavy fabricoid ball with lace rubber bladder and tick-in stem Each set in bright red, yellow and black box

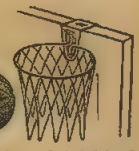
Each **$1.75** Per dozen **$19.50**

No. 3G1645—Basketball Game Similar to above set—but without bell Includes full size wood back board lacquer finish and all equipment necessary for this popular sport Each set in box

Each **$1.55** Per dozen **$17.25**

No. 112M1226—Pil-Back Paddle Ball Game One of the most popular toys of all time always a record seller Pil-Back has a wonderful play value Is made from the finest plywood with smooth sanded edge Each paddle printed with a picture of Pil-Back's famous western horse and rider Equipped with fast bouncing, 1¾ inch pure rubber sponge ball which offers greater range to the operator Actual dimension of the paddle are 11¼ x 5¼ x ½ inches

Per dozen **$1.10**



No. 112M2555—Jr. Ace Basketball Set Perfect for indoors—lightweight ball-basket with bracket fits any door, needs no attaching Ideal for outdoors—basket can be instantly attached to doors, walls, posts trees, etc Set consists of a 6½ inch diameter basketball with tuck-in stem bladder, 12 inch diameter metal basket with over-door bracket and mesh basketball net. Each set in colorful display box.

Per set **$1.50**

Per dozen sets **$16.80**

No. 34M886—Joe Palooka Football Shoulder Pads Specially designed for the junior gridiron enthusiast Beautifully constructed of heavy duty, two tone, double coated fibroid -finished to resemble those worn by big-time stars. Fashioned for youngsters from 8 to 14 years Heavy felt padding will safeguard against painful bruises. Each in attractive, colorful box

Each **$2.25** Per dozen **$25.00**

No. 112M2553—Football. Well made of new tough durable plastic with authentic brown football color Has realistically printed lacings Rubber valve complete with metal inflating needle that fits regular like pump valves Light in weight but regulation in size

Each . . . **70¢**

Per dozen **$7.80**

No. 34M839—Football Helmet Every boy will want one of these new Joe Palooka juvenile football helmets that are large enough for most age groups. Sturdily made of heavy duty two-tone, double coated fibroid, they feature an adjustable chin strap that assures them of long wearing quality. Individually packaged in attractive, colorful sales box

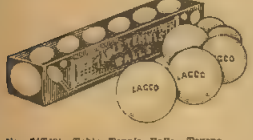
Each **$1.25** Per dozen **$13.50**

No. 34M813—Junior Football. Just the thing to please sports-minded little boys Miniature football looks exactly like the real thing, and durably made to take lots of wear. Features 3-ply construction with brown pebble grain simulated pig-skin cover, white plastic lacing and sturdy seams. Includes inflating needle. Length, 7½ inches

Each . . . . **85¢** Per dozen **$9.60**

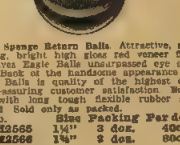
No. 34M804—Junior Football. Similar to above model but lighter weight construction -more economical

Each . **75¢** Per dozen . **$8.00**



No. 34T481—Table Tennis Balls. Tournament fast with everlasting lively action! Officially approved by the U.S.L.T.A The toughness and long-life ruggedness of these excellent table tennis balls make them choice equipment for professionals and amateurs alike Regulation size Packed 6 to an attractive counter display carton

Per carton **65¢** Per dozen cartons . . **$7.20**



Eagle Sponge Return Balls. Attractive, appealing, bright high gloss red veneer finish gives Eagle Balls unsurpassed eye appeal Back of the handsome appearance of Eagle Balls is quality of the highest degree—assuring customer satisfaction. Each ball with long tough flexible rubber attached Sold only as packed.

No.	Size	Packing	Per doz.
112M2565	1¼"	3 doz.	40c
112M2566	1¾"	2 doz.	80c

RUBBER BALLS

Eagle Sponge Balls. Built into Eagle Balls is all the "know how" gained in more than 30 years of rubber manufacturing Eagle balls are smartly designed for stronger sales appeal—fast turnover—greater profits Made of the finest red sponge rubber with high gloss natural and red veneered finishes Bounce higher—last longer

No.	Size	Finish	dozen
112M2562	1¾"	Unpainted	$0.40
112M2563	1¾"	Veneered	.80
112M2564	2¼"	Veneered	1.20

Gas-Inflated Rubber Balls. Attractive, appealing designs and bright high gloss finish result in unsurpassed eye appeal Made of finest most durable rubber that guarantees long life Includes colorful assorted patterns of airplane and doughboy designs

Number	Diameter	Per dozen
112M2561	2¾ in.	$1.60
112M2467	3 in.	2.40
112M2469	4½ in.	5.40
112M2468	6 in.	9.00

MAVCO, INC. FEATURES MECHANICAL DONALD DUCK

J Murray Beveridge, vice-president and sales manager of Mavco, Inc., 14 East 38th Street, New York 16, N. Y. states that the widespread interest already manifested by toy buyers all over the country in their new mechanical Donald Duck indicates that it will lose no time in achieving a top place on the best seller list. In developing and designing their mechanical Donald Duck, the Mavco organization worked very closely with the Walt Disney artists in a determined effort to produce the most life-like replica possible of this famous Walt Disney character. Ingeniously molded from plastic, Donald Duck is in full color, and is animated by a clock spring motor with unusually long lasting action. Donald thus practically comes to life—one winding sends him waddling off for yards with his arms waving frantically in the true Donald Duck fashion that has endeared him to millions of movie goers. A novel feature is the fact that the winding stem is fixed to his tail and can't be lost. Mavco's mechanical Donald Duck is 5½ inches high and is packed in a distinctive colorful display box. Mavco has been told by many experienced buyers that this new item presents an outstanding value to retail at $1.00.

J. Murray Beveridge

Although comparatively new in the toy business, the Mavco firm is already noted for having designed and produced several runaway best sellers. Said Mr. Beveridge, "About a year and a half ago when we first offered Gisnelda, the Galloping Turtle, we naturally felt we had an appealing toy and a good item; however, it had hardly hit the counters of a few stores when phones started to ring, telegrams descended on us in a manner which definitely showed that not only was Gisnelda a good item; it was literally a sizzling record breaker. Our original production schedule had been rather modest and instead of an original anticipated production of four thousand a day, before we knew it one hundred thousand Galloping Turtles were actually leaving our plant every twenty-four hours. Reorders piled upon reorders and within a year seven million Galloping Turtles had actually left our factory, passed over retail counters of thousands of stores, and into the hands of youngsters all over America. We were obliged to exercise every ingenuity in constantly adding to our production facilities, but in one way or another the job was done and the orders were filled. We had a very similar experience with Ambrose, the Ambling Alligator. Ambrose apparently quickly made up his mind to vie with Gisnelda for a place on the best seller list and buyers who handled this item know he succeeded. In almost no time at all this fascinating little toy alligator chalked up sales of four million units."

Mr Beveridge feels that their experience in large volume production of popular priced plastic action toys will stand them in good stead in the production of their new mechanical Donald Duck and other Mavco toys which are to follow. He emphasizes that on every Mavco item months and months of the most painstaking thought and preparation are contributed by the finest toy production staff that can be assembled. Mr. Beveridge and his associates at Mavco are looking forward to the fall and holiday season when thousands upon thousands of mechanical Donald Ducks will be waddling off Christmas toy counters from coast to coast.

Proved *a Hit!*

WITH YOUNGSTERS EVERYWHERE

Dealers

Cash in on this all season toy "natural" for all junior ages

Loader Model 47 LM

SUPER SIX *Junior* *Mechanical* TOY TRACTOR and LOADER

An ideal summer toy for the sandbox or at the beach, Super Six Junior performs a variety of play tasks outdoors and in. Fully mechanical—operates with push-pull windup. Scoops up, carries and dumps all kinds of small toys—three distinct operations. Super Six Junior is an actual working scale model of the big tractor-mounted Super Six Loader used on the farm. Helps to develop child's mechanical skill and understanding.

Super Six Junior is built to withstand hard play. Heavy duty all metal construction, mounted on sturdy rubber tires. Size with loader at carry level: 13 inches long, 6 inches high, 5½ inches wide. Tractor length: 8⅝ inches. Available in two models as shown. Standard packaging—12 to the carton.

Represented By:

LINDSAY-BERGSTROM COMPANY
209 Mercantile Building
Denver, Colorado

AL BISSELL
335 W. Madison Street
Chicago, Illinois

AL MORITZ
1107 Broadway
New York, New York

FORREST & THIGPEN
6002 Worth Street
Dallas, Texas

WILLIAM R KETTNER COMPANY
Wilmington Island 2
Savannah, Georgia

Export

LIONEL-ESSEX INTERNATIONAL CORP.
15 E 26th Street
New York, New York

Tractor Model 47 PM

THE SEAL OF SUPERIORITY

SUPER SIX MFG., INC.

TOY DIVISION · MINNEAPOLIS, MINNESOTA

GIBBS

Dependable

PROFIT PRODUCERS

SPRING-WINDING

TOPS

Attractively colored spring-winding Tops . . . musical spinning Tops . . . humming Tops. Quick, profitable sellers.

Write today direct to Gibbs for literature and low quantity prices.

Eastern Representatives:
GILBERT-POLLACK ASSOCIATES, Hotel Breslin, 1185 Broadway, N.Y.C.

The GIBBS *Mfg. Co.*

Dept. "P" CANTON 2, OHIO, U.S.A.

NO OFF-SEASON!

THANKS TO

'BRIGHT EYES'

No. 533, a "Feature"* Clown with battery-controlled, light-up eyes. Fully 21" tall and made with typical "Feature"* line craftsmanship in 2-colored rayon fabrics, shirred neckband, and bright metal buttons. Profit-priced to retail at about $3.49.

Other "Feature" dolls from $10 to $72 per dozen.*

WRITE TODAY FOR THE NEW MAJESTIC CATALOG "P" OF THE COMPLETE "FEATURE"* LINE.

*REG. U.S. PAT. OFF.

Majestic DOLL AND TOY CORP.

Creators and manufacturers of the "Feature" line of dolls, toys, and novelties
737 BROADWAY • NEW YORK 3, N.Y. • OR 3-3250

Satisfy every kid's desire to be a fireman

An Exact Copy of the Real Thing

Bright Red FIRE CHIEF HAT

Suggested Retail Price

59c.

Always in demand. Made of molded fibre. Durable and light in weight. Water repellent. Fits all children's heads.

PROMPT SHIPMENT

LOW PRICED FOR VOLUME SALES

Packed 4 dozen to a carton. 10 lbs. gross weight.
We Invite Representatives to Write Us Stating Territories Serviced

IRVING L. HARTMAN COMPANY

62 W. 39th St., New York 18, N. Y., Phone WIsconsin 7-7153

MAGNETIC ACTION!

NO. 501 MAGNETIC ICE HOCKEY GAME

NO. 411—MAGIC FARMYARD (Magnetic)

Send for New catalog.

REMOTROL COMPANY

34 West 37th Street New York 18, N. Y.

New Steering Wheel to be Shown at Toy Fair

THE STATLER MANUFACTURING COMPANY, makers of the popular Jr. Steering Wheel, will exhibit its post-war toy at the 45th American Toy Fair, Louis P. Solomon, president of the firm announced last month.

The Junior Steering Wheel goes into the American Toy Fair this year, following one of the most spectacular receptions ever accorded a toy in America.

Being introduced in October, just 12 weeks before Christmas, the wheel was publicized in over 800 newspapers from coast to coast, was taken up by radio, television and national magazines.

Consumers began asking for the toy in stores, writing in to the magazines, papers, and to the manufacturer.

Establishing itself as an outstanding item, toybuyers began to order and reorder.

And now, the Junior Steering Wheel and its sponsors invite you to see their advertisement in this issue, having selected TOY & NOVELTIES to reach you, the folks who helped to make the Junior Steering Wheel, a truly outstanding toy for 1947 and 1948. It will be shown in Room 545, McAlpin Hotel.

•

Stuffed Toy "Stars" in Movies

Latest of the Blondie and Dagwood motion picture series is scheduled for country-wide release beginning in April. And when it is screened in New York, you can be sure two of the first customers at the cashier's cage will be Charles Colombo and Lind Honig, president and sales manager, respectively, of Natural Doll Company, 134 Spring Street, New York City.

Blondie and Dagwood fans will see one of the Natural Doll Company's stuffed toys starred in this picture along with Penny Singleton, Arthur Lake, and their dog, "Daisy," who is a copy of Natural Doll's stuffed "Daisy"—or is it vice versa? At any rate, it's all perfectly legal for the doll company has full rights to exclusive manufacture of the stuffed toy and to the use of the name, with a license from King Features to make it all binding. And Natural Doll was equally happy to have its creation make that hackneyed phrase, "You ought to be in pictures," come true. Although no one asked them, it's probable both live and stuffed Daisies are happy about the whole thing, too.

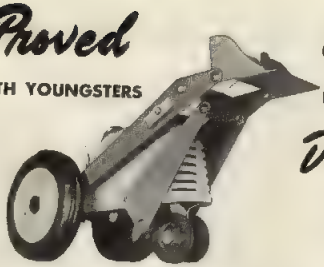
Mr. Colombo's remarks are even more to the point, however. He logically considers the picture a natural tie-up, not only for Natural Doll but also for the countless dealers across the country who can capitalize on the movie when it bows in their local theatres.

Proved *a Hit!*

WITH YOUNGSTERS EVERYWHERE

Dealers

Cash in on this all season toy "natural" for all junior ages



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Represented by

LINDSAY-BERGSTROM
209 Mercantile Building
Denver, Colorado

KEN ROBERTS
1355 E. Market St.
San Francisco, Calif.

AL MORITZ
1107 Broadway
New York, New York

AL BISSELL
335 W. Madison St
Chicago, Illinois

Export

LIONEL-ESSEX CORPORATION
15 E. 26th Street
New York, New York

Tractor Model 47 PM

THE SEAL OF SUPERIORITY

SUPER SIX MFG., INC.

TOY DIVISION • MINNEAPOLIS, MINNESOTA

Decorations and Novelties

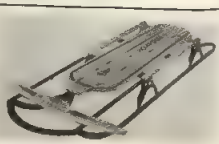
PARTY HATS AND HORNS

FOR

Hallowe'en, Christmas, New Year's, Easter, Patriotic and Any Day

THE BEISTLE COMPANY

NEW YORK OFFICE:
ROOM 459 — 200 FIFTH AVENUE
FACTORY: SHIPPENSBURG, PA.



A NEW, Startling Merchandising Plan for Thompson Sleds is available in 1948 for your greater profits.

Ask your Jobber or

THOMPSON CORPORATION

BROWNSTOWN, INDIANA

GAMBLE-SKOGMO REPORTS

The Board of Directors of Gamble-Skogmo, Inc. today declared a quarterly dividend of 20c per share and an extra dividend of 10c per share on the company's outstanding common stock, payable October 30, 1948, to stockholders of record on October 18, 1948. This makes a total of 90c per share paid in 1948. Three common stock dividends of 20c each have already been paid in 1948, on January 31, April 30, and July 31

The board also declared a regular quarterly dividend of 62½c on the company's outstanding 5% cumulative preferred stock payable on October 30, 1948, to stockholders of record on October 18, 1948.

P. W. Skogmo, President, stated that the earnings for the third quarter ended September 30, 1948 and for the nine months would be released about October 20, 1948. He stated that earnings for the eight months through August 31, 1948, exceeded those of the entire year of 1947 by over $600,000. For the entire year of 1947, consolidated net income of $2,245,557 equalled 91c per share on the common stock.

According to Skogmo, bank borrowings on August 31, 1948, amounted to $3,400,000, a reduction of $11,150,000 from the spring peak This reduction was made through proceeds of the sale of preferred stock of $6,000,000 and from earnings and reduction of inventories. To accommodate the fall peak a moderate increase in borrowings above the August 31 level is required.

Consolidated sales of Gamble-Skogmo, Inc. for September, 1948 totalled $13,988,-021 compared with $12,080.596 for September, 1947, a 15.79% increase

Third quarter sales showed an increase of 16.38% from $35,155,161 in 1947 to $40,912,107 in 1948. For the first nine months of 1948, sales of $112,249,780 were an increase of 9 70% over sales for the same period in 1947

Albert J. Matson, since 1940 manager of the company's credit division, was elected by the board to the position of Assistant Treasurer

TOYLAND OPENING

Belk-Matthews Company, 20 Dexter Street, Montgomery, Ala. announced September 23, 1948 "Toyland opening. . . . Thousands of new toys that are better more fun . . . than ever before." The Toyland will feature dolls, bicycles, trains, games and a complete line of toys

"DEALER AD-HELP REPORTING SERVICE" FOR RETAILERS

Names, addresses and information describing dealer ad-help material provided by approximately 600 manufacturers are included in Report No. 3, "Dealer Ad-Help Reporting Service," released this week (Sept 29) by Publishers' Auxiliary, trade paper for the non-metropolitan press.

The report goes to more than 2,400 publishers in smaller communities who requested it in response to The Auxiliary's offer

Third in a series, it lists twice as many manufacturers as were included in Report No. 2 and almost seven times the number offered in the original report

No charge is made either to manufacturers for listing or to newspapers for copies of the reports, according to George H. Bechtel, editor

The series originated as a service to non-metropolitan advertising men with a two-fold mission; to help increase the volume of local advertising by taking advantage of manufacturers' offers to dealers and to help improve local display with manufacturer's illustrations

Surveys conducted following Report No. 2 indicated that each of the 2,400 publishers receiving the lists, requested material from 8.25 manufacturers. The survey also indicated that many publishers were waiting for the more opportune fall season to make full use of the service.

The publishers reported manufacturers cooperative and their services "more than adequate," Bechtel said. He added that some newspapers gained as much as 1,400 inches of advertising through use of the service in a single month.

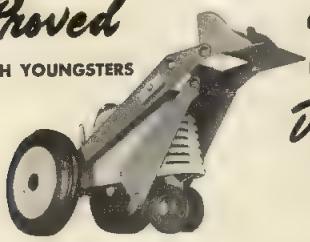
"Report No. 4, featuring spring and summer helps, will be issued in January," Bechtel said.

Proved *a Hit!*

WITH YOUNGSTERS EVERYWHERE

Dealers

Cash in on this all season toy "natural" for all junior ages



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LINDSAY-BERGSTROM COMPANY
209 Mercantile Building
Denver, Colorado

AL BISSELL
335 W. Madison Street
Chicago, Illinois

AL MORITZ
1107 Broadway
New York, New York

FORREST & THIGPEN
6002 Worth Street
Dallas, Texas

WILLIAM R. KETTNER COMPANY
Wilmington Island 2
Savannah, Georgia

Export

LIONEL ESSEX INTERNATIONAL CORP.
15 E. 26th Street
New York, New York

Tractor Model 47 PM

THE SEAL OF SUPERIORITY
SUPER SIX MFG., INC.
TOY DIVISION • MINNEAPOLIS, MINNESOTA

TOY SIMON DISTRIBUTING CORPORATION

THE BEST FIRM TO HANDLE YOUR LINE

SOUTH OF THE MASON DIXON LINE

Largest Toy Distributors in the South
1500 Profit-Making Toy Items on Display

615 Penna. Ave., N. W., Republic 2780, Washington 4, D. C.
North Av. at Howard St., Lexington 2067, Baltimore 1, Md.

ROBERTS "Pay Load" TOY LINE

- LOAD 'N DUMP TRUCK
- JUNIOR MAGNO-CRANE
- DE LUXE MAGNO-CRANE
- HIGHWAY FREIGHTER

ROBERTS MANUFACTURING COMPANY
NEW CASTLE, PENNSYLVANIA

Eastern Representatives:
GILBERT-POLLACK ASSOCIATES, Hotel Breslin, 1186 Broadway, N. Y. City

BELLE DOLL & TOY CORP.

34 Hubert Street New York 3, N. Y.
GRamercy 7-8232-3

Manufacturers of:

Quality Dolls of Distinction at POPULAR PRICES

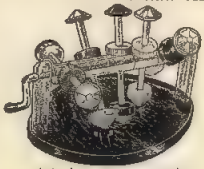
See Our New 1948 Creations

Featuring: Latex Baby Dolls

Sales Representative: ANDY FLEISCHACKER

WHIRL—DROP

"THE TOY THAT SELLS ITSELF"



STURDY PLASTIC IN 5 COLORS

•

Order Now

SELLS YEAR AROUND

1 to box; 12 to case; shipping weight, 10 lbs.

TAPLIN TOYS, INC., MINNEAPOLIS 6, MINN.

QUICK SALES with BIG-BANG

Safety Celebrators
No Gunpowder
No Matches

5 Sizes—Popularly Priced—Retail $2.50 to $8.50
To Load—Push Charger Button

Many stores display BIG-BANG Guns with Soldier-sets and Sailor sets throughout the year. This attractive display increases the sales of these Safety Guns, which are used in military games, celebrating saluting and signaling at races, sporting events, and Camp activities.

Write for complete information.

THE CONESTOGA COMPANY Bethlehem, Pa

Rich-Toys

DOLL HOUSES
PULL TOYS

Greatest line of Doll Houses ever produced, New Model Pull Toys, Gym Sets and other quick selling numbers.

RICH INDUSTRIES
CLINTON • IOWA
NEW YORK SALESROOM: ROOM 452, FIFTH AVENUE BUILDING

TINKER TOYS

SANE SAFE SURE

THE TOY TINKERS

EVANSTON·ILL·200 FIFTH AVE·NEW YORK

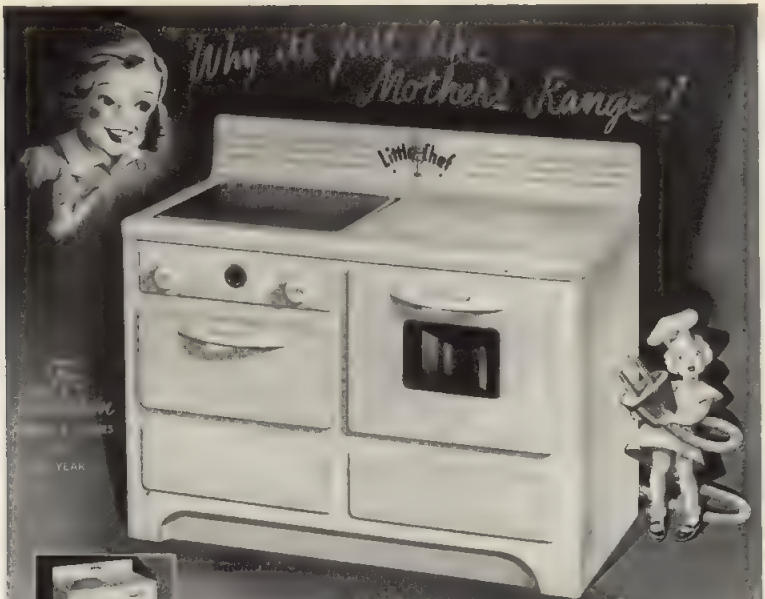
"IT'S KEYSTONE PREFERRED"

"RIDE 'EM" STEEL TOYS
(REGISTERED U. S. PATENT OFFICE)

SAIL BOATS
TOY MOVIE PROJECTORS
DOLL HOUSES
MECHANICAL TOYS
GAS STATIONS
FIRE STATIONS
DESKS

ROOM 442—FIFTH AVENUE BUILDING, NEW YORK

KEYSTONE MFG. CO.
151 HALLET STREET BOSTON, MASS.



MODEL 947 Size 13x10½x7 separate switches control top element and oven radiating oven thermometer heavy gauge aluminum alloy baked appliance enamel Underwriters approval Packed 6 in case Suggested Retail $9.95

MODEL 847 Size 11x9x5½ an closed top burner element warming oven heavy asbestos cord Underwriters approval Packed 12 in case Suggested Retail $4.95

MODEL 747 For the tiny tot same as Model 847 above but is non-electric Suggested Retail, $2.95

Little Chef

Miniature Electric Range

It cooks! It bakes! It's safe!

A favorite educational toy of "small fry" all over America . . a year-round profit maker for dealers everywhere.

NOW, to broaden the Little Chef line, here's the Model 800 . . . sparkingly new in appearance, scientifically new in principle and attractively new in price.

FEATURES OF THE "800"

- **Size, 13 x 10½ x 7.**
- **Pilot light burns whenever current is on.**
- **Top cooking surface with enclosed element**
- **Baking oven with glass in door permitting little cooks to "watch it bake." Door is spring-hinged for tight fit.**
- **Extra warming oven.**
- **Gleaming white baked appliance enamel finish.**
- **Underwriters' Approved heavy asbestos appliance cord.**

Suggested Retail, $7.95

Four shipping points for quicker delivery: Philadelphia, Chicago, New Orleans, Tacoma.

TACOMA METAL PRODUCTS COMPANY

414 Puyallup Ave., Tacoma, Wash

Factory Guarantee and Service Policy with every Electric Model.

Novel machine "Plants" fertilizer under grass roots of pasture

Profitable Invention: Mr. Fay Mowery's pasture fertilizing machine, which he designed and built, places the fertilizer where it will do the most good — just below the grass roots. The result — better grass

Nice Family Mr. Mowery lubricates as Mrs Mowery and daughters look on. Only Marfak lubricant is good enough for Mr. Mowery's farm implements and tractors, because Marfak sticks to bearings better, lasts longer.

Rancher solves problem of how to grow Better Grass

The idea that he would grow a lot better grass if he could place the fertilizer just below the grass roots, instead of on top of the sod, started Fay Mowery, ingenious rancher of Almeda, Texas, to work in his ranch shop.

The result is the novel machine shown above that can "plant" 500 pounds of fertilizer per acre just below the grass roots without damaging the sod. Built of parts of farm implements with a home-made fertilizer box, the machine covers 25 acres a day.

The big improvement in grass has already more than paid for the time and labor in building the machine, according to Mr. Mowery, former 4-H Gold Star boy of Harris County.

Like keen ranchers and farmers the country over, Mr. Mowery has also discovered that *it pays to farm with Texaco Products.*

Mr. T. J. Stockstill, popular Texaco Man of Wenatchee, Washington, loads up with Texaco Fire-Chief, the gasoline with superior *"Fire-Power,"* and other Texaco Products, to give his farm customers the timely and friendly service that's typical the country over.

Rugged Tire: Many Texaco Farm Men serve the farmer's tire needs too. Farmers around Thibodaux, La., have learned that it pays to depend on Texaco Man Nolan Gaubert, shown here with Mr. W. Benoit and Mr. A. Chaisson, prominent local farmers.

Farmers Everywhere prefer Marfak lubricant once they find out how much better and longer it stays on bearings. That's why you see Mr. O. E. Everson, prominent farmer of Whiting, Ia., giving his tractor a "shot" as Joseph G. Stangel, his friendly Texaco Man, stands by.

Tune in: TEXACO STAR THEATER every Wednesday night. See newspaper for time and station

THE TEXAS COMPANY

IT PAYS TO FARM WITH TEXACO PRODUCTS

DIVISION OFFICES: Atlanta 1, Ga., Boston 17, Mass., Buffalo 5, N. Y., Butte, Mont., Chicago 4, Ill., Dallas 2, Tex.; Denver 1, Colo., Houston 1, Tex., Indianapolis 1, Ind.; Los Angeles 15, Calif.; Minneapolis 2, Minn., New Orleans 6, La., New York 17, N. Y.; Norfolk 1, Va., Seattle 11, Wash.

MECHANICAL TOYS

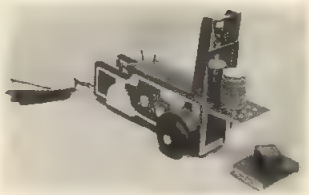
THE NEW OPERATIONAL

TRUCKS • STEAM ROLLERS • SNOW PLOWS

EXCEPTIONAL PLAY VALUE

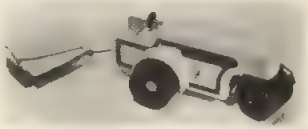
AUTOMATIC SNOW PLOW

Real fun for the Kids—Controls Lifts plow up and down, turns left or right and reverses, comes with accessories. Packed individually, one dozen to shipping carton.



AUTOMATIC LIFT TRUCK

With 7 controls—Main Control Lifts up and down, forward and backward, neutral, has clock spring motors. Packed individually, 1 dozen to the carton.



AUTOMATIC STEAM ROLLER

Comes with various accessories—operates like the LIFT TRUCK. Individually boxed, packed one dozen to carton.

BRISTOL ENGINEERING CO.
BLOOMFIELD, N. J.

THE AUSTIN COMPANY

Exclusive Representatives

ROOM 308 (BRESLIN HOTEL) **1186 BROADWAY, NEW YORK**

LET'S MAKE A DATE -- FOR '48

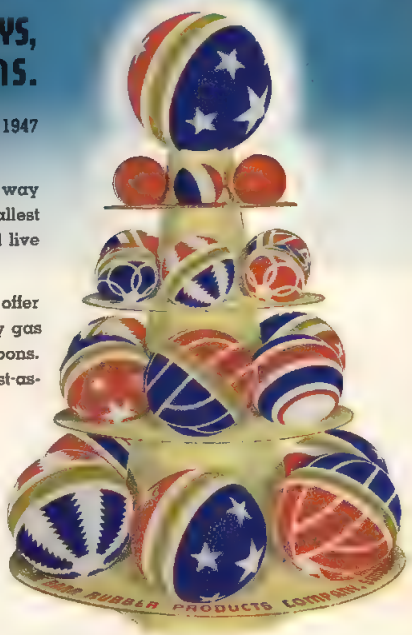
GAS INFLATED BALLS, PET TOYS, SPONGE BALLS, BALLOONS.

Here's the line that surged off counters in 1947 to set a new sales record for the last half.

Here's the line of prewar standards—all the way from the largest gas inflated ball to the smallest sponge ball and lightest balloon. For it's all live rubber and latex for '48.

Your customers know this line. When you offer it they know you are offering highest quality gas inflated balls, sponge balls, pet toys, and balloons. They know you are NOT offering an "almost-as-good" to take a longer margin.

Last year many customers were disappointed because we were completely booked by late summer. Play safe. Get your order in the hopper now, so we can keep that date for '48.

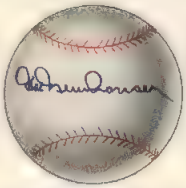


YOU'LL SEE IT ALL — IN JUST ONE CALL

Toy Fair visitors are invited to see our full line on display in our permanent New York show room: Suite 373, Metropolitan Tower (37th floor), 1 Madison Avenue, 24th St. entrance, across the park from the Fifth Avenue Building. Mr. William J. Canary and Mr. Fred Sichel in charge. Phone: Murray Hill 6-3286.

Other display offices are

J. H. Eyerly & Associates, 1442 Merchandise Mart, Chicago.
A. O. Boyce, 1154 Plymouth Bldg., Minneapolis.
J. W. Fuller, 1127 Liberty Bank Bldg., Dallas.
M. Fisher, 104 Hanover St., Boston.
F. Y. McDonald, 3839 Piedmont Ave., Oakland.



THIS WON'T WAIT---IN '48

Here are three items you should be offering your customers right now and all through the summer. These sponge baseballs are the exact size of a real baseball—2 7/8" diameter. They bear the autograph reproductions of three American League All-Stars — Joe DiMaggio, George Kell, and Hal Newhouser. Put them to bat for you this season.

THE BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO

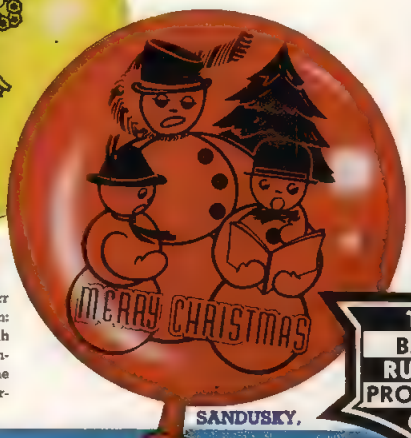
BE SMART! BE WISE!

BUY BARR

One Source for Every Rubber Toy Need!

All rubber toy requirements can be taken care of in ONE shipment, thanks to Barr's diversified line. That's Barr "Centralized Service." It means one invoice, one freight bill at a time when freight costs are increasing, one checking-in. Time and money saved in that way means more profit in the end.

Today—as always—the name BARR leads all the rest in rubber balloons. Why? Because Barr Balloons are expertly made, carefully inspected, smartly designed, beautifully colored. Years of experience have given Barr the inside on how to make the rubber playthings that children want . . . that grownups want to buy. Merchandisers and consumers who buy BARR, buy best!



REGIONAL OFFICES

CHICAGO
J. H. Eyerly & Associates
1442 Merchandise Mart

BOSTON
M. Fisher
Room 501
104 Hanover St.

MINNEAPOLIS
A. O. Boyce
1154 Plymouth Building

DALLAS
J. W. Fuller
1127 Liberty Bank Bldg.

OAKLAND
F. Y. McDonald
3839 Piedmont Ave.

BARR ON DISPLAY

See our Toy Fair exhibit in the Barr permanent New York Show Room: Suite 373, Metropolitan Tower (37th floor) 1 Madison Ave., 24th St. entrance, across the park from the Fifth Avenue Building. Phone: Murray Hill 6-3286.

THE BARR RUBBER PRODUCTS CO.

SANDUSKY, OHIO

WORLD'S LEADING MANUFACTURER OF RUBBER TOYS

BIG-BANG

SAFETY GAS GUNS

Year-Round Sales

SAFETY CELEBRATORS

Realistic
No Gunpowder
No Matches

BIG-BANG TANK

10½" long. Olive [illegible] finish.

Toy Fair	Hotel McAlpin, March 8-20	Room 874

You will have a QUICK-TURN-OVER on BIG-BANG because this merchandise has not been available in worth-while quantities since 1941. During these six years, many boys have become of BIG-BANG age and further, our advertisements now appearing the leading boys' magazines make it known that BIG-BANG Guns are available again

THE CONESTOGA COMPANY BETHLEHEM, PENNA.

EDGAR M. CLARK

1107 BROADWAY

AT 24th STREET

NEW YORK CITY

TOYS

DIRECT FACTORY SALESMEN

Junior vehicles

MORE CHILDREN RIDE

Junior

VELOCIPEDES

THAN ANY OTHER KIND!

Junior Toy Corporation

HAMMOND, INDIANA

SALES REPRESENTATIVES

Bert Schauer, Breslin Hotel Bldg., New York 1, N. Y.

G. Cahen, Inc., 122 East 7th Street, Los Angeles 14, Calif.

Max Clausen, 61 S. E. 66th Avenue, Portland 16, Oregon

MERIT STUFFED TOYS

are in a position to fill the requirements of the trade for popular priced

STUFFED TOYS
EASTER RABBITS and NOVELTIES

Our increased production facilities assure the prompt delivery of all accepted orders.

Samples and prices on request.

A TOY OF Merit MADE IN U.S.A.

MERIT TOY CO.

Factory and Permanent Showrooms

627 BROADWAY
NEW YORK, N. Y.

Producers of "Toys of Merit"

FISHING REELS

SINGLE ACTION

THOMPSON

A precision single action reel, built as a masterpiece to satisfy the exact fisherman. Frame and spool is machined from solid bar duralumin; it is not fabricated or die cast. Monel line guide, diameter, 3⅜ inches and spool width 1¼ inches. Line capacity, 300 feet 18-pound test backing with 30 or 35 yard tapered line. An excellent steelhead or salmon reel.

No.	Wt. each	Each
500T	8 ozs	★$33.75

No. 100

Same type reel as No. 500T, except it is fitted with ¾-inch width spool. Line capacity, 100 feet 10-pound test braided casting line, and thirty yards tapered line. Stainless steel line guide

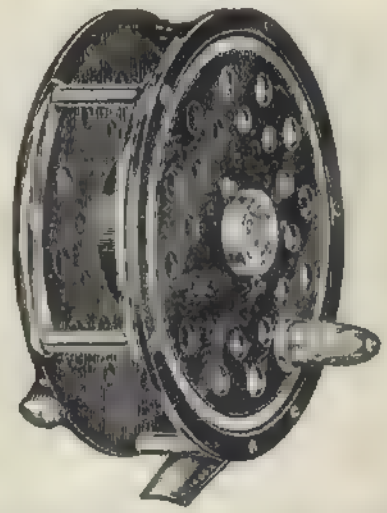
No.	Wt. each	Each
100	7 ozs.	★$28.75

ARNOLD

A new DeLuxe model, metal reel, small single action reel with drive, drag and brake entirely controlled by forward rotation of handle. Working parts entirely enclosed. The handle remains still when line runs out. Turn handle forward to increase tension.

No.	Capacity	Wt. each	Each
17	100 yds.	7 ozs.	★$ 9.95
18	150 yds.	8 ozs.	★ 10.95

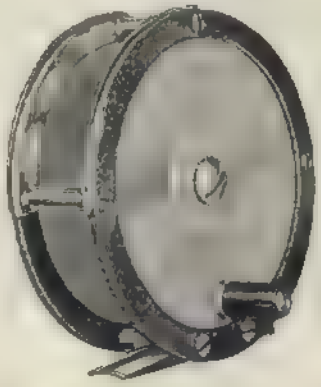
MEDALIST



A single action reel, strong, efficient and free from sharp edges which would injure enameled lines. Perforated spool which permits line drying, operating on a tempered phosphor bronze axle. By pressing a latch, the spool can be removed from the frame. Metal construction of satin nickalum throughout, in gun metal finish with diamolite line guide, mottled amber handle. A wonderful trout and salmon reel. This reel can also be had from the factory for left hand fishermen. Fitted with external drag.

No.	Plate, in.	Capacity	Wt. each	Each
1494	3¼	115 yds.	4 ozs.	★$ 9.00
1495	3⅝	145 yds.	6 ozs.	★ 9.50
1496½	4	260 yds.	7¼ ozs.	★ 13.50

BRISTOL



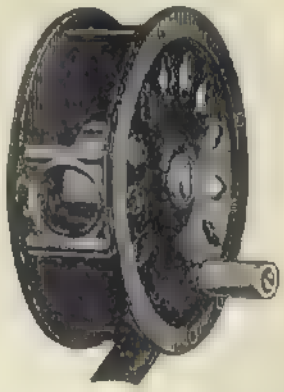
A single action reel with externally controlled three pointed click. Chrome line guide and pillars, dull black side plate. Capacity 30 yards of "E" level line with a backing of 150 yards of 15 pound test casting line.

No.	Wt. each	Each
66-S	6 oz	★$8.25

All above, one in a carton

★ Factory Suggested Resale Price

BRISTOL



Lightweight metal alloy, blue finish single action reel with permanent click. 3½-inch diameter. Polished hard steel line guide. Removable spool.

No.	Capacity	Wt. each	Each
65-RG	50 yds.	6½ ozs.	★$4.75

BRISTOL

Lightweight metal alloy, blued finish, single action reel with permanent click. 3½-inch diameter. Removable spool.

No.	Capacity	Wt. each	Each
65	50 yds.	6 ozs.	★$4.50

FISHING REELS

SINGLE ACTION

KALAMAZOO EMPRESS

A new single action, dual end bearing trout reel with a rigid type frame. Blue anodized buff finish steel with circle finish aluminum spool. Adjustable tail drag. Crank is mounted directly to spool shaft.

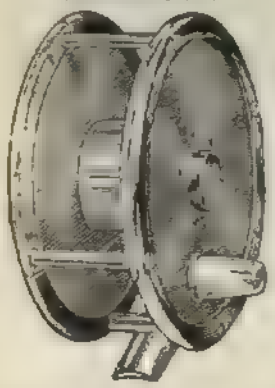
No.	Capacity	Wt. each	Each
1689	100 yds.	6 ⅔ ozs.	★$7.80

KALAMAZOO EMPEROR

A single action lightweight trout reel. Blue satin lacquer finish. Reversible hardened steel click.

No.	Capacity	Wt. each	Each
1684	100 yds.	5 ozs.	★$4.65

PLYMOUTH



Single action reel, made of aluminum alloy, with green finish frame and sure-grip knob handle. Silent adjustable drag and take-apart release button.

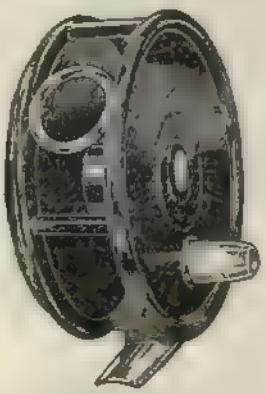
No.	Capacity	Wt. each	Each
76	60 yds.	8 ozs.	★$5.00
77	100 yds.	9 ozs.	★ 6.00
78	150 yds.	10 ozs.	★ 7.00

PFLUEGER GEM

Single action, gunmetal finish with line guide. Made of nickalum, extremely light but strong metal.

No.	Capacity	Wt each	Each
[illegible]	80 yds.	4 ozs.	★$6.00

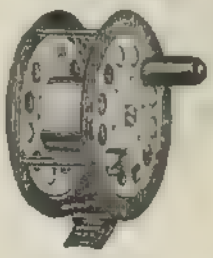
WANITA DELUXE



Single action metal reel, black finish with an aluminum spool. Rounded edge chromium line guide with permanent silent drag.

No.	Capacity	Wt. each	Each
35	60 yds.	8 ozs.	★$2.75
36	100 yds.	9 ozs.	★ 3.00

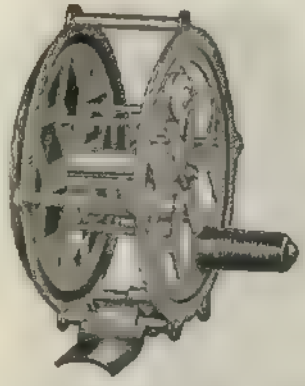
PROGRESS



Single action round pattern metal reel. Gunmetal finish with satin aluminum spool

No.	Capacity	Wt. each	Each
1774	100 yds.	4 ½ ozs.	★$2.10

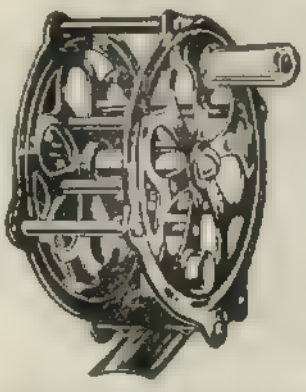
BRONSON



Single action reel with adjustable click and perforated reel plates. Gunmetal finish

No.	Capacity	Wt. each	Each
1600-S	80 yds.	3 ½ ozs.	★$1.50

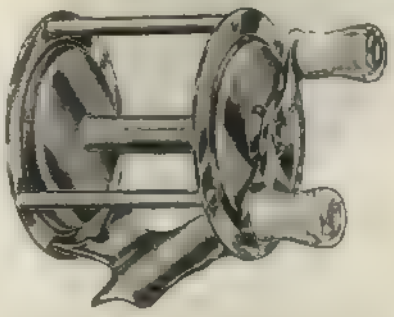
OCEAN CITY



Single action metal skeleton type fly reel, gunmetal finish. One thumb-screw take-apart counterbalanced handle with click.

No.	Capacity	Wt. each	Each
61	80 yds.	5 ozs.	★$1.50

BANNER



Nickel plated, single action reel with double handle and sliding click.

No.	Capacity	Wt. each	Per doz.
11	80 yds.	3 ½ ozs.	★$7.20

All above, one in a carton

★ Factory Suggested Resale Price

THOMSON MECHANICAL TRAINS

PULL
TOYS AND WIND-UPS
PICTURE PUZZLE COUPLERS
GLEAMING COLORS — BAKED ENAMEL
HEIGHT 3⅜", WIDTH 2¼" RETAIL $.69 TO $1.98

Riemann-Seabrey Co. ....1107 Broadway, New York 10, N. Y.
Lindsay Bergstrom Co. Mercantile Bldg., Denver 2, Colo.
Standard Toy Agencies 716 Mission St., San Francisco, Calif.

Manufactured by THOMSON EQUIPMENT CORP., MINEOLA, L. I., N. Y.

Introducing

THE AMAZING NEW HARMONICA ... Played with the Fingers!

MADE IN U.S.A.

THE "JOLIE"

HARMONICHORD

The World's Easiest-To-Play Harmonica!

- *Has Genuine Brass Reeds!*
- *Perfectly, Hand Tuned!*
- *Colorful, Plastic Body!*

POPULARLY PRICED

Manufactured By
JOLIE MUSICAL INSTRUMENT CORP.
146 John St., New York, N. Y.

Be Sure to See and Hear It at
The TOY FAIR . . . on Display at
HOTEL McALPIN - ROOM 717
200 FIFTH AVE. - ROOM 356
HARRY H. HEATH, Representative

THOMSON MECHANICAL TRAINS

PULL
TOYS AND WIND-UPS
PICTURE PUZZLE COUPLERS
GLEAMING COLORS — BAKED ENAMEL
HEIGHT 3⅜", WIDTH 2¼" RETAIL $.69 TO $1.98

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Be Sure to See and Hear It at
The TOY FAIR . . . on Display at
HOTEL McALPIN - ROOM 717
200 FIFTH AVE. - ROOM 356
HARRY H. HEATH, Representative

a few select

SHOWROOMS

and

OFFICES

now available

•

BRESLIN

TOY MART

1186 BROADWAY

NEW YORK CITY

NEVER SAY DIE!!!

It's still not too late to send in your CHRISTMAS order for the sensational

TIMELY TURNABOUT

The beautifully designed, ruggedly constructed quality mechanical wind-up car that provides suspense, fun, excitement for young and old. Suggested retail only **$1.98.**

But don't hold up your order any longer!

HURRY! HURRY! for "TIMELY" Delivery

8 ½" long, 2½" wide, 2" high
Red — Green — Yellow
2 doz. individually, attractively boxed
TURNABOUTS in master carton, 11 lbs.
F.O.B. St. Louis, Mo.

TIMELY TOYS, INC.
4515 Olive Street, St. Louis 8, Mo.

Jesse Rotman and his Ideal counterpart

DOLL FASHIONED AFTER CHICAGO YOUNGSTER

Most mothers believe their children endowed with doll-like qualities, but the mother of nine-month-old Jesse Rotman, of Chicago, knows her son is actually a doll. That is, her son's doll-like qualities have been incorporated into a life-size doll.

Jesse, who lives at 1631 East 70th Street, Chicago, was seen about six weeks ago by an official of the Ideal Novelty and Toy Company of New York. The latter was so entranced with the child he had his doll creators fashion a replica of the youngster to be sold in department stores throughout the country starting this month.

The doll, to sell for $25, stands 27 inches high, and has a special Baby Coos voice mechanism which permits it to coo, sob or cry when pressed or squeezed in the hands. It is dressed in velvet jumpers, and wears a velvet beret, white shoes and an attractive "T" shirt.

LIT BROTHERS OPENS SANTA CLAUS LAND

"Santa Claus Land"—a special toy department where Santa Claus will arrange to have children's toys mailed to them direct from Santa Claus, Indiana, was officially opened in Lit Brothers' famous "Magic Lady Toyland" Monday, October 11.

Lit Brothers' own Santa Claus will serve as postmaster in this unique Santa Claus Land where a total of 58 popular toys for boys and girls which may be mailed direct from Santa Claus, Indiana, will be on display. The toys range from dolls to boxing gloves and include every kind of toy which will appeal to the imagination of the younger set.

All toys which are ordered in Lit Brothers' Santa Claus Land will bear the world famous Santa Claus, Indiana, postmark and will be brightly labeled with colored streamers. These toys will sell at regular retail prices, to which will be added postage, the amount of which will be determined by the weight of the toy rather than by the location of the place to which it is being sent.

Unless requested by the customer, no package will be shipped prior to November 25. To assure delivery in time for Christmas, all orders for toys must be mailed not later than December 11.

Store officials believe that next to seeing Santa Claus himself drop down the chimney, children will enjoy receiving their Christmas gifts direct from Santa Claus Land.

In addition to taking care of the gifts, Lit Brothers' Santa Claus will see that all Christmas cards which are deposited in the store's Santa Claus Land are sent to Santa Claus, Indiana, where they will be mailed and postmarked.

Each year, millions of gifts and letters are sent to Santa Claus, Indiana, for stamping with the town's official postmark. Keeping pace with its record amounts of mail are the record number of tourists that jam-pack the little town. They come to mail gifts and greeting cards and to see the fairyland attractions of Santa Claus Land, the town's special park that delights children as the "place where Santa Claus lives."

In addition to the special Santa Claus Land display, Lit Brothers will use newspaper ads, signs throughout the store and a special window display to round out this novel promotion which which is bound to make a hit with the kids.

Kusan employees pose proudly before a boxcar of their products, ready for shipment to California.

1948 TINKERTOYS

CONSTRUCTION SETS FOR EVERY AGE AND PURSE

EACH OUTFIT CONTAINS MATERIAL FOR BUILDING HUNDREDS OF MOVING AND STILL MODELS, WIND OPERATED OR ON WHEELS. . . . "SENIOR" AND THE NEW "SPECIAL TINKERTOY" INCLUDE THE WINDLASS DRIVE FOR IMPARTING MECHANICAL MOTION TO MOST OF THE MODELS BY MEANS OF A HAND CRANK.

MANUFACTURED BY

THE TOY TINKERS, INC.
EVANSTON, ILLINOIS, U.S.A.

1948 TINKERTOYS

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MANUFACTURED BY

THE TOY TINKERS, INC.
EVANSTON, ILLINOIS, U.S.A.

DEPT. T

LINCOLN LOGS

Set contains hardwood logs, ¾-inch diameter, stained brown and waxed. Colored gables, chimneys, roof pieces, and wheels. Includes 4-page design book.

No.	No. of pieces	Sets in ctn.	Wt. per ctn.	Per set
B	51	24	34 lbs.	$1.00
1-L	79	24	53 lbs.	2.00
2-L	131	12	51 lbs.	4.00
3-L	177	6	37 lbs.	6.00

Note—Set No. B contains no wheels or book, but has designs on box top.

No. 3-LF

Same as No. 3-L except includes Indians, pioneers and sheep.

No.	Sets in ctn.	Wt. per ctn.	Per set
3-LF	6	31 lbs.	$5.00

JUDY PUZZLES

Plywood inlays, 9x12x½ inch, backed with masonite. Marked so pictures cannot be mixed. Order by number of subject:

1.	Aeroplane	25.	Boy & Football
2.	Ship	26.	Tom-Piper's Son
3.	Fruit	27.	Drum Major
4.	Train	28.	Truck
5.	Dog	29.	Humpty-Dumpty
6	Squirrel	30.	Mama Bear
7	Rabbit	31.	Goosey-Gander
8	Rooster	32.	Dutch Girl
9	Seal	33.	Baby Bear
10	Snowman	34.	Woman In Shoe
11	Giraffe	35.	Jack-in-Box
12	Goose	36	Black Sambo
13	Clown	37	Jack & Nimble
14	Girl with Ball	38.	Old King Cole
15.	Duck	39.	Jack & Beanstalk
16.	Jack O'Lantern	40	Little Boy Blue
17.	House	41.	Gingerbread Boy
18	Boy on Horse	42.	Puss in Boots
19	Elephant	43	Jack and Jill
2	Cow	44.	Miss Muffet
21	Bird	45.	Mother Hubbard
22	Girl & Umbrella	46	Bo Peep
23	Monkey	47	Little Boy
24	Vegetables	48	Goats Gruff

Disney Subjects

D1-Mickey Mouse	D10-Pinocchio
D2-Donald Duck	D11-Snow White
D3-Pablo	D12-Happy
D4-Thumper	D13-Doc
D5-Minnie Mouse	D14-Sneezy
D6-Dumbo	D15-Bashful
D7-Pluto	D16-Grumpy
D8-Bambi	D17-Sleepy
D9-Joe Carioca	D18-Dopey

Nos.	Wt. per doz.	Per doz
1 to 48	18 lbs.	$24.00
D1 to D18	18 lbs.	24.00

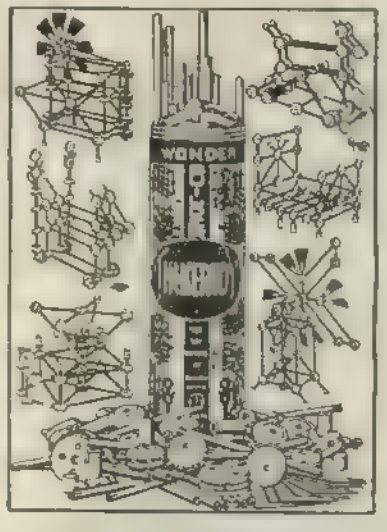
Loose

TINKERTOYS

Consists of 178 smoothly turned New England white birch wood parts, natural finish, 1 metal hand crank, 8 windblades, sixteen-page direction book, and trick sheet of stunts and games. Packed in 4x14-inch fibre container with metal top and bottom.

No.	Wt. per ctn	Per doz sets
Senior	28 lbs.	$36.00

One dozen sets in a carton



Consists of 118 smoothly turned New England white birch wood parts, natural finish, 8 windblades, direction sheet and trick sheet of stunts and games. Packed in 3¾x11-inch fibre container, with metal top and bottom.

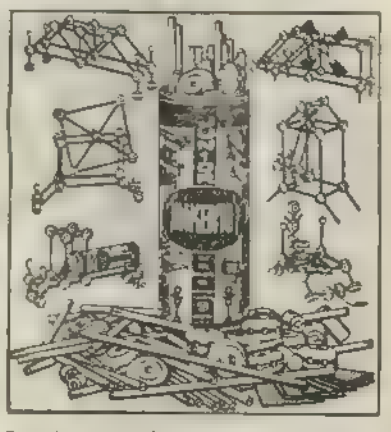
No.	Wt. per ctn.	Per doz. sets
Wonder	18 lbs.	$21.60

One dozen sets in a carton

Consists of 126 smoothly turned New England white birch wood parts, natural finish, 1 metal hand crank, 8 windblades, direction sheet and trick sheet of stunts and games. Packed in 3¾x12½-inch fiber container with metal top and bottom.

No.	Wt. per ctn.	Per doz. sets
Special	21 lbs.	$28.00

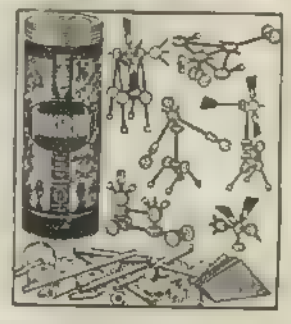
One dozen sets in a carton



Consists of 73 smoothly turned New England white birch wood parts, natural finish, 8 windblades, direction sheet, and trick sheet of stunts and games. Packed in 3x9½-inch fiber container with metal top and bottom.

No.	Wt. per ctn.	Per doz. sets
Junior	11 lbs.	$12.00

One dozen sets in a carton



Consists of 38 smoothly turned New England white birch wood parts, natural finish, 4 windblades, and direction sheet. Packed in 2½x8-inch fiber container with metal top and bottom.

No.	Wt. per ctn	Per doz sets
Easy	11 lbs.	$6.40

Two dozen sets in a carton

Only one tire gives you what he's getting!

LET THIS MOTORIST TELL YOU HOW THE FIRST NEW KIND OF TIRE IN 15 YEARS WILL MODERNIZE YOUR CAR!

C. Y. BENAVIDES, rancher, Laredo, Tex.: "In our country, you often have to drive across the range where there's plenty of tough going. That's why I'm sold on Super-Cushions. I never had such smooth-riding tires in my life. Even on rough ground, you feel like you're driving on a paved highway most of the time."

• • •

This remarkable new kind of tire will do wonders for your car, too! It's bigger and softer . . . runs on only 24 pounds of air. You'll get a softer ride, less wear on your car, fewer rattles and repair bills, greater mileage, blowout resistance! *It'll fit the rims on your present car—so see your Goodyear dealer today!*

Millions of Super-Cushions are now in use on new and older cars.

The new *Super Cushion* by GOODYEAR

1898 50 GOODYEAR ANNIVERSARY 1948

Super-Cushion T. M. -The Goodyear Tire & Rubber Company

FEATURE-PROMOTE-SELL More Toys for SPRING and EASTER!

An Industry-Wide Promotion Endorsed by Toy Manufacturers of the U.S.A., Inc.

MARGON

Puts Life In Your Dolls

Millions of little girls have been made happy with truly lifelike dolls . . . made possible only with Margon moving eyes and Margon mama, papa and crying voices. Insist on these Margon items in all your dolls.

MARGON CORPORATION

717 Avenue A, Bayonne, N. J. BAyonne 7-2100

The floating

DUCK FAMILY

From the famous line of KAYSAM Joy Toys

. . . for baby's bath delight, three gaily colored ducklings and their mother. Made of pure, seamless rubber latex by the patented KAYSAM process, all float realistically without toppling over. They squeal with delight when squeezed. KAYSAM Joy Toys are distinctively gift-boxed for holiday sales.

Write for catalog illustrating complete KAYSAM line.

MOLDED LATEX PRODUCTS, Inc.

PATERSON 3, NEW JERSEY

Kiddie-Gym

BUILDS STURDY CHILDREN

The Oldest and Best Line of

GYMS, SAND BOXES, SLIDES and SEE-SAWS

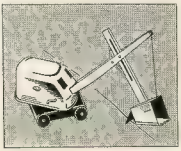
CAL'S COLT

AL. MORITZ & ASSOCIATES

SHOWROOM

1107 BROADWAY—ROOM 400 NEW YORK, N. Y.

SAND BOX TOYS



Build Spring sales with TONKA Steel Toys—the perfect play companions for every kiddie's sand box.

No. 100

STEAM SHOVELS

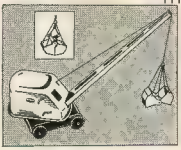
16" long, 7½" high, 5" wide

No. 150

CRANE & CLAM

25" long, 7½" high, 5" wide

Write Today for Prices and Full Details



Tonka Toys

MOUND METALCRAFT, INC.

Mound, Minnesota

UNCLE SAM'S 3-COIN REGISTER BANKS

TOYDOM'S MOST FAMOUS BANK LINE

UNCLE SAM'S Register Banks have been staple sellers on the counters of thousands of Toy Departments since 1907. For over two generations they have been recognized as one of the best selling, most successful lines in the toy industry. You can always depend on UNCLE SAM'S BANKS for sure profit.

Continuing material shortages makes it advisable for you to place your order without delay to insure delivery.

Visit Us at the Toy Fair
ROOM 956 • HOTEL McALPIN
John Rose and Henry Mallin in Attendance

DURABLE TOY & NOVELTY CORP.

OFFICE AND FACTORY

8 MORRIS ST. PATERSON, N. J.

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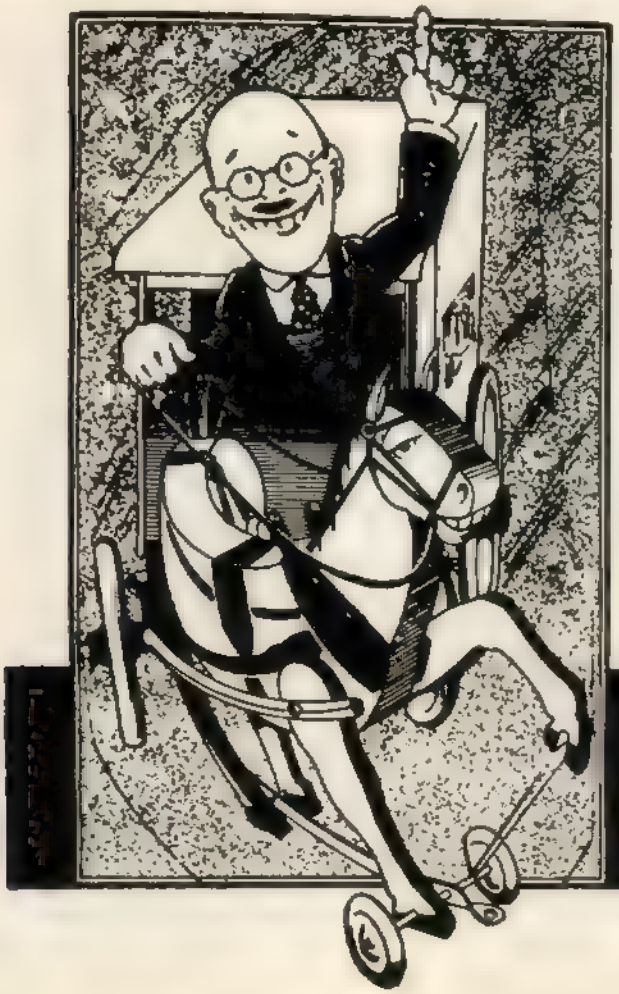


SEE YOU in New York

Here He Comes Again!

Room 452
Fifth Avenue
Building

With a new RICH MILK WAGON that far surpasses anything of its kind that was ever shown.

A complete new line of Doll Houses, Garages, Gas Stations, Games, Cradles and many new items that have never been produced before by anyone.

The original manufacturer and major supplier of the

MILK WAGON

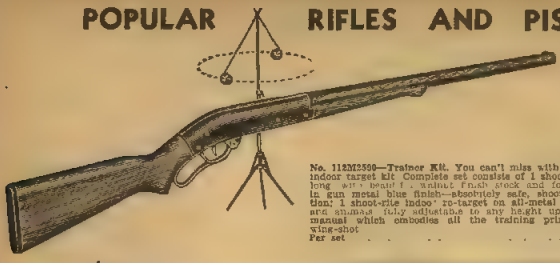
for over fifteen years.

See them before you buy

RICH TOYS

Made by
RICH INDUSTRIES, INC.
CLINTON, IOWA

POPULAR RIFLES AND PISTOLS



Trainer Rifle
A Complete Shooting Kit

No. 112M2590—Trainer Kit. You can't miss with this beautiful accurate, entertaining indoor target kit. Complete set consists of 1 shoot-rite indoor trainer gun, 35½ inches long with beautiful walnut finish stock and forearm, all-metal steel tapered barrel in gun metal blue finish—absolutely safe, shoots by compression, lever cocking action; 1 shoot-rite indoor re-target on all-metal tri-pod, complete with life-like birds and animals fully adjustable to any height up to 5½ feet and 1 indoor shooting manual which embodies all the training principles necessary to become a real wing-shot
Per set **$5.75**

No. 112M2591—Lever Action Pin-Gun Has all the appearance of an expensive sportsman's model. One piece stock and forearm of seasoned wood, finished in natural walnut. Sturdily constructed all-metal barrel, receiver housing, cocking lever, trigger and mechanism—all exterior metal parts finished in regulation gun blue. Cocking lever cocks gun—gives loud report when trigger is pulled. Absolutely safe—foot proof mechanism shoots harmless corks by compression. Overall length of gun, 27 inches
Each ..... **$1.20** Per dozen **$12.75**

No. 112M2603—Cowboy Assortment. Colorful set of hand finished plastic cowboys—7 in action poses, 1 mounted. Durable, nonbreakable construction. Overall height, 2¾ inches. In colorfully decorated sales box.
Per set ..... **80¢**
Per dozen sets **$8.50**

No. 112M2604—Mounted Cowboy Assortment. Same hand finished plastic construction but set consists of 6 figures mounted on horseback. Can be dismounted. Overall height, 3¼ inches.
Per set ..... **80¢**
Per dozen sets **$8.50**

No. 112M2603—Mounted Indians. Realistic set of hand finished plastic Indians mounted on horses. Can be dismounted. Durable, non-breakable. Set consists of 6 riders on horse in colorfully designed sales carton. Overall height mounted, 3¼ inches
Per set ..... **80¢**
Per dozen sets **$8.50**

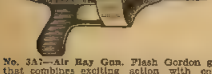
No. 112M2601—Plastic Indians. Colorful set of hand finished plastic Indians. 7 on foot, 1 mounted. Size of figures, 2¾ inches
Per set ..... **80¢**
Per dozen sets **$8.50**

Shoot Em Down

No. 112M2459—Par-a-Shoot Target Game. Just hit the target and the pilot "hits the silk." Gunner fires and every time he makes a direct hit with his anti-aircraft cork gun, he not only downs the plane for a score, but an automatic mechanism actually releases a parachute which comes floating to the ground with the pilot. Individually packed
Each **$1.30**
Per dozen **$14.40**

No. 112M2586—Automatic Cap Pistol Set. Made of heavy metal stampings, will not break when dropped. Position of 50-shot roll cap repeater mechanism. Easy to load. When fired smoke is expelled through front end of barrel forming rings. Finished in baked blue black enamel with lithographed plate sides. Overall size 7½ x 4½ inches. Complete with badge and whistle
Per set ..... **60¢**
Per dozen sets **$6.25**

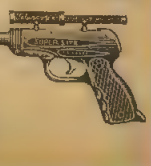
No. 2988—Kilgore Roll Caps. Put up 50 caps to roll—6 rolls to a box—5 dozen boxes to a carton. Shipped Express only.
Per carton of 5 dozen boxes **$1.80**



No. JA7—Air Ray Gun. Flash Gordon gun that combines exciting action with complete safety—foolproof. Shoots a harmless jet of air with amazing accuracy to knock down cardboard targets—yet can be fired point-blank with absolute safety. Sturdily made of heavy gauge sheet aluminum. Bright red finish. Overall length, 10½ inches. Each packed in sales carton.
Each **$1.75**
Per dozen **$20.00**

No. 112F1717 — Coast Artillery Cannon. Realistic replica of a heavy-duty, high-powered cannon. Operates just like a real cannon with mechanical controls that raise and lower the barrel for sighting the target. Shoots harmless wooden slugs. Metal construction, beautifully finished. Overall size, 8 x 16 inches.
Each **$1.30**
Per dozen **$14.40**

No. 112M2585—Toy Pistol and Holster. The new streamlined toy pistol with the super-silo magic bullet. Real mounted telescope gunsight with real lens, bang trigger action and a signal whistle built in the butt of the handle. Has a realistic gas cooling chamber and comes complete in color holster. Made of durable plastic in assorted bright colors.
Each ..... **60¢**
Per dozen **$6.25**



• • FASCINATING TOY FAVORITES • •

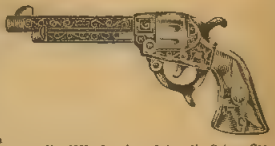
New Action Packed Modern Sales Leaders

No. 2985—Big Horn Automatic Rotary Cap Pistol. Breaks down to load like a real Western pistol Six Shooter type shooting mammoth disc caps—as fast as the trigger is pulled Automatic action with the entire cylinder revolving just like a real gun Pull the trigger, the hammer cocks and 'Bang' a loud realistic report follows Barrel and body are of finest cast iron with sparkling nickel finish Has attractive bonelike plastic grip in an appealing ivory color A super kiddie sales value that is absolutely harmless Designed in the true Western Six Shooter style that is so very popular among the youngsters Length overall, 8½ inches. Each in box.

Per dozen **$12.00**

No. 112M2402—Mounite Toy Cap Pistol. An exciting toy pistol that pleases every youngster. Excellently constructed, the 50 shot repeating cap pistol uses Kilgore perforated caps. Cap magazine automatically flips open when release button is pressed A quality product that insures positive firing Attractively and durably made with shiny white plastic handle decoration Length 8 inches

Each .. **75¢** Per dozen . **$8.50**



No. 2983—American Automatic Rotary Cap Pistol. The kiddies will go for this magnificent replica of the famous Western Six Shooter Breaks down to load like a real Western pistol. Shoots mammoth disc caps and has automatic action with the entire cylinder revolving every time the trigger is pulled. Has highly polished, beautifully engraved barrel and body made of finest cast iron with bright nickel finish Features artistic ivory plastic grip with appealing raised decoration of an American Eagle Also has red plastic ejector and sight Six shots in a row as fast as the trigger is pulled Used disc caps are easily taken out. Length, overall, 9½ inches Each in box.

Per dozen **$16.00**

No 2984—Long Tom Automatic Rotary Cap Pistol. A highly popular model that uses mammoth disc caps Cylinder revolves each time gun is fired Breaks down to load and fires shots from cap discs Magazine cylinder revolver and hammer cocks and fires each time trigger is pulled Very well made of finest cast iron with a sparkling nickel finish Has long slim barrel attractive bonelike plastic grip. Length overall 10½ inches Each in gift box display box

Per dozen **$14.00**

No 2988—Captain Automatic Repeating Cap Pistol Expert workmanship and top quality materials combine to create a real sales value. Very well made of cast iron, this unique new pistol has an attractive plastic grip in bright colors with an appealing raised illustration of an eagle in full flight Features newly designed easy-to-load flip up cap magazine. Just a press of the lever and the magazine flips up for instant loading Shoots roll caps as fast as the trigger is pulled fed by the precision loading mechanism Truly a magnificent gun for the kiddies because it's absolutely harmless Length, overall, 4½ inches Each in display box.

Per dozen **$5.20**

No. 2987—Presto Automatic Repeating Cap Pistol. Proven again and again to be a real kiddie sales value Exceptionally well made of quality cast iron this magnificent new cap pistol has an attractive plastic grip in bright colors Automatic type, it shoots roll caps as fast as the trigger is pulled. Easy to load with the newly developed flip-up cap magazine Just pull the little lever mechanism and the magazine flips up for immediate easy loading Operates smoothly and easily because of its sturdy precision design Length, overall, 8 inches Each in box.

Per dozen **$6.00**

No 2986—Ranger Automatic Repeating Cap Pistol. Extra large repeating cap pistol modeled after the famous Western Six Shooter Shoots perforated roll caps as fast as the trigger is pulled Roll of caps is concealed within barrel and precision mechanism keeps them steadily streaming forth when trigger is pulled Well made of quality cast iron, it has an attractive nickel finish Also has durable plastic grip Length, overall, 8½ inches. Each in display box.

Per dozen **$8.00**

No. 2989—Kilgore Mammoth Disc Caps. For use in revolving six shooter toy paper cap pistols Disc caps—extra loud, safe and harmless By an exclusive process a lubricant is added to all Kilgore toy pistol caps Lubricated caps make the pistols operate easier and adds to the life of the pistols Six mammoth caps to a disc Each a super dynamic noisemaker—a miniature atom bomb. Put up eighteen discs to a box and five dozen boxes to a carton.

Per carton of 5 dozen boxes **$1.80**

No. 112M2560 — Buc-A-Roo Cap Pistol Similar to cap pistol described above with same fine construction but single shot type. Length overall, 8 inches Each in display box.

Per dozen **$6.00**

No. 2990—Kilgore Perforated Caps. Here is a cap that will fit any repeating cap pistol. Perforated caps—harmless, safe and bricant is added to all Kilgore toy pistol extra loud By an exclusive process a lucaps Lubricated caps make the pistols operate easier and adds to the life of the pistols. Put up 50 caps to a roll and each cap literally packed with super dynamic noisemaker qualities Packed 250 caps to a box and five dozen boxes to a carton

Per carton of 5 dozen boxes **$1.80**

SHOOT FOR GREATER PROFITS

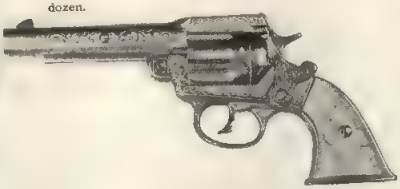
WITH NATIONALLY KNOWN STEVENS CAP GUN

BANGO

This repeater is a steady profit builder with a medium length barrel and embossed plastic butt plates Break action loading in true Western style. Boxed individually, 6 dozen to a case. **$6.00 per dozen.**

Famous PEACEMAKER

Western type repeater with a long, plated barrel and embossed synthetic pearl handle. Spring thumb-latch permits realistic "break" action for easy loading. Boxed individually, 3 doz. to a case. **$7.20 per dozen.**



SPITFIRE *Automatic*

A beautiful repeater easily loaded. Two-color tenite grips embossed with dashing planes. Boxed individually, packed 6 dozen in a case. **$5.40 per dozen.**

Roll Caps

250 shots in a box
60 boxes per carton
12 cartons to a case

Extra Loud!
$1.60
Per Carton

.25 JR. *Automatic*

The small repeater illustrated below has broken all sales records! Swiveling butt plate permits easy loading. Boxed individually, packed 6 dozen to a case. **$4.00 per dozen.**

HERO *Single-shot*

A low-priced gun with red tenite handles. Repeater action trigger. Packed 1 dozen; 12 dozen to a case. **$2.75 per dozen.**

ECHO ONE-SHOT

A small gun to retail for 25c. Packed 12 dozen in a case. **$2.00 per dozen.**

BALLOONS! *3 New Sensational Values!*

No. 20

The greatest balloon value ever offered! Imagine a huge No. 20 at this price. Easy to blow up, too.

$3.00 per gross

No. 8

The balloon you have been waiting for. Can't be matched for value Balloon samples on request.

$1.00 per gross

No. 10

The balloon that has everything—SIZE! PRICE! A terrific seller you can safely stock heavily.

$1.45 per gross

THRIFTY MERCHANDISERS

Fastest Growing Toy House in the Mid-West

CHICAGO 7, ILL. **1301 S. UNION AVE.**

The Sensational Selling

Mechanical Toys of 1947

SAUNDERS DE LUXE
Mechanical Sedan

RETAIL 69c

Will sell even better in 1948

SAUNDERS SPEEDWAY
Mechanical Racer

RETAIL 69c

Worthy Companions to the well-known

DIN DIN Plastic Horn . . .	Retail	25c
FIRE ENGINE Siren . . .	"	10c
STREAMLINER Locomotive Whistle	"	10c

Order Now for Immediate Delivery

MANUFACTURED BY
SAUNDERS Tool & Die Co.

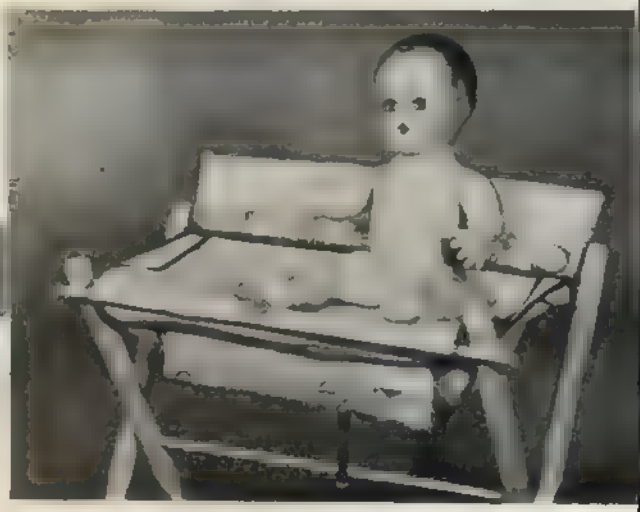
ADDRESS ALL INQUIRIES TO
Simon S. FROHLICH

Midge

DRESSED IN HER DIAPER **PROVED** TO BE THE OUTSTANDING "LATEX" DOLL OF 1947. SHE *DRINKS, WETS, SLEEPS*

Midge

AND HER BATHINETTE **PROVED** TO BE THE OUTSTANDING PROMOTION OF 1947



Midge

GLAMOROUSLY DRESSED HAS ALREADY BEEN CHOSEN BY LEADING DEPARTMENT STORES FOR THEIR FEB-MAR PROMOTION FOR 1948

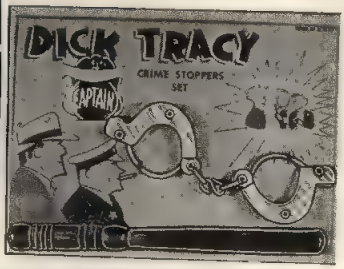
Imperial Crown

TOY CORP.

SHOWROOMS: 1107 BROADWAY, N.Y. 315 W. 9th ST., LOS ANGELES, CALIF.

FACTORY: BROOKLYN, N.Y.

710



HANDCUFFS and CRIME STOPPERS SETS

775

700

No. 710—CRIME STOPPERS SET. Consists of nickel plated steel handcuffs; 10" turned, waxed and varnished billy, gold lacquered captain's badge. On 10¾" by 7½" DICK TRACY card 1 dozen to a bag, minimum packed 3 doz ; weight 4 lbs. per dozen.

No. 700—DICK TRACY JUNIOR HANDCUFFS. Nickel plated steel handcuffs on attractive 9¼" by 4¼" card. Packed 1 doz. to a bag. Minimum 3 dozen; weight, 2½ lbs. per dozen.

No. 775—DETECTIVE SET. Handcuffs, billy and badge same as No. 710, plus novelty goggles with unbreakable lenses, and whistle. Individual full-colored box; minimum 3 dozen sets; weight 10½ lbs doz

room 868 McALPIN HOTEL during the TOY FAIR

Highest Play Value and Biggest Money's Worth on the Market Today

•

Display and Promote Them In All Seasons!

No. 120—PILOT GOGGLES. Practical for adults as well as a swell toy! All metal hinge frame. Unbreakable non-inflammable lenses. Colorful 9 x 4" card Minimum 3 doz. Weight, 1 lb. per doz

Write for Samples and Prices

Manufactured by **JOHN-HENRY Mfg. Co.** **Factory: 90 Grand St., N. Y. City**

Sales Office:— **R. A. GROSSMAN,** **347 Fifth Avenue, New York City (MUrray Hill 3-5635)**

Colorful 5-piece Gene Autry Chap Set

$1.69 Here's a realistic outfit every young "cowboy" needs for rootin' tootin' wildwest games. Ablaze with color! Decorated with typical wild-west motifs and Gene Autry's picture. Wide-flaring cotton chaps have a soft, leathery feel. Built-in holster pocket and wide simulated belt band in front; adjustable cloth belt with buckle in back. Wide leg straps on back of chaps. Set also includes trim cotton vest, colorful cotton bandana, metal tie-ring and 6-foot lariat. *In ordering, please state size you want:* **small** for ages 4 to 6, **medium** for ages 7 to 10; and **large** for ages 11 to 14. Shipping weight 1 lb. 6 oz.
49 N 5638—Complete set . . $1.69

Complete his outfit! Order one of the holster sets shown below.

For Easy Terms see page 243

FLASH GORDON AIR RAY GUN

NEW! Absolutely safe and harmless!

Loads of fun! Rubber diaphragm shoots blast of air over 20 ft. Safe and harmless even at point blank range! Heavy sheet aluminum, red finish. All moving parts precision machine
49 N 5695—Overall length 10 in. Shpg. wt. 1 lb. 6 oz.

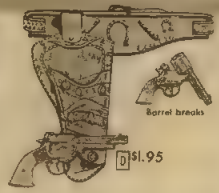
Cowboy Sets, Guns, Boys' Athletic Good

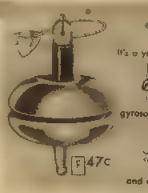
"I am sure that Santa will find room for everything inside because I borrowed father's socks they are so deep and wide"

Finest de luxe Double Holster Set

A Texas Star Ranger Double Holster Set. $3.89
Our feature value! A Western-style set of striking beauty. Attractive red and white color combination. Two split cowhide holsters have top-grain leather fronts decorated with "jewels" and chrome plated nail heads. Adjustable split cowhide belt with Texas star emblem. Two 9-in. die cast metal pistols with plastic butt plates have "break-barrel" and repeater trigger action (do not shoot). Shpg. wt. 2 lbs. 8 oz.
49 N 5608 . . . . $3.89

B De luxe Gene Autry Double Holster Set. $5
A super fancy gift of sure-fire ap Holsters 12 in. overall. Black cowhide backs. Top-grain le russet-color fronts, beautifully bossed and studded with "je and chrome plated nail heads. leg straps. Decorated black cowhide belt, adjustable. Two ing nickel-finished 9¾-inch C pion die cast metal pistols wit bossed barrels, plastic grips, rep triggers (do not shoot). Auto "break-barrel" action.
49 N 5610—Shpg. wt. 3 lbs. 4 oz.





Gene Autry Double Set

C Fur-front Double Holster Set. A set your young "cowboy" will be mighty pleased to get for Christmas! Two 8½-inch Ranger die cast metal pistols with plastic butt plates. Repeater trigger action (do not shoot). Holsters 11½ in. overall, Texide (*) backs and fur fronts with Gene Autry cross straps. Adjustable split leather belt.
49 N 5603—Shpg. wt. 2 lbs. . $2.69

Gene Autry Single Set

D Single Holster type. Real Western styling! 9-inch die-cast metal pistol with plastic butt plates has "break-barrel" and repeater trigger action (does not shoot). Holster 12 in. overall, Texide (*) back and top-grain cowhide front with "jewels." Adjustable split cowhide belt has hammered-effect buckle. Plastic ornaments on wide waist strap.
49 N 5663—Shpg. wt. 1 lb. 10 oz. . $1.95

Lone Rider Holster Set

E Single Holster type. Rarin' for action! Has 8½-inch die cast metal pistol with plastic butt plates and repeater trigger action (does not shoot). Fancy Texide (*) holster and adjustable belt. Holster is 10½ in.; has single "jewel" set in chromium mounting and five chromium plated studs—one at each point of five-pointed star insignia.
49 N 5637—Shpg. wt. 1 lb. 95c

Gyro Yo-yo Skill T

F A fascinating test of for boys and girls! Col plastic top has plated n pivot point and plastic spi cap. Use it as a regular Attach string and it's a yo To get gyroscope, attach string supplied. 3½ in. Instructions incl.
49 N 5571—Shpg. wt. 3 oz.

(*) Texide is a duPont plastic product of fiberboard and leather dust . . . extra durable, holds its shape

Wind-up Tractor with 6 Farm Implements

(H) BIG, CLIMBING TRACTOR, 6 FARM IMPLEMENTS, STORE. Realistic models that work like regular farm equipment. All metal tools. Tractor, trailer and road scraper of aluminum. Tractor has clock-spring motor, sure-grip rubber treads. Climbs steep grades, pulls heavy loads. Implements attach by hook to rear of tractor. Tractor itself is 8½ in. long, has winding key and brake. Box lithographed to look like implement shop.

HAY RAKE (1) picks up and drops loads, is 10 in. wide. Hand lever.

TRAILER (2) has dumping feature, balloon-type metal tires. 6½ in. long.

DISC HARROW (3). Discs really turn to "pulverize" soil. 8⅞ in. wide.

MOWER (4). "Cutter" blade slides back and forth (does not cut). 8½ in. long.

3-GANG PLOW (5) "breaks" up soil in 3 furrows. 11⅜ inches long.

ROAD SCRAPER (6) attaches to front of tractor with clip, is 5⅜ in. wide.

48 T 2840—Tractor and 6 Implements. Wt. 6 lbs. *Mailable*..... 4.69

HARMLESS PLAY GUNS—FULL OF FUN

(J) PAPER BUSTER GUN. All metal, looks real. Uses paper roll for ammunition. Automatic repeater action. Makes loud bang. 6¼ in. long. Ship. wt 12 oz.

48 W 3358—Gun, 1 Roll Paper (450 Shots) 95c

48 W 3359—Extra Ammunition Wt. 4 oz. . 18 rolls 55c

48 T 3373—Gun, 19 Rolls Paper Wt. 1 lb . . . 1.45

(K) G-MAN METAL PISTOL. Emits harmless sparks when trigger is pulled. Black finish. Winding key.

48 T 3344—4 in. long. 2 extra flints. Wt. 10 oz. . . . 85c

(L) SPARKLING MACHINE GUN. Designed like a G-man gun. Wind up the long-running clockspring motor, pull the trigger and gun rat-a-tats and shoots harmless sparks from the barrel. Made of wood and metal, 23 inches long. Realistically lithographed in detail, a favorite with boys for harmless fun for many years. Flint included.

48 W 3346—Ship. wt. 2 lbs. 1.92

DAISY AIR RIFLE AND TARGET SET

(M) DAISY SINGLE SHOT AIR RIFLE. Break-action. All metal with well finished wood stock. Set includes a cardboard target range with 4 kinds of targets; replaceable backstop; tube of bulls-eye shot; shooting manual; "Shoot Safe Buddy Badge" and Safety League pledge card. Check your city ordinances on air rifles before ordering

48 T 3382—Ship. wt. 4 lbs. 10 oz. . . . . Set 2.79

60 T 1440—COPPER COATED STEEL BULLS EYE SHOT for Daisy Air rifles.—10 Tubes. Ship. wt. 1 lb. 49c

New Metal Dairy Farm...8 Cows

"Friendly Acres"—the modern model Dairy Farm. "Farmer Brown" will beam with pride as he herds his cows into the gleaming metal barn, slips their heads into the stanchions for milking. There are 3 Guernseys, 3 Holsteins and 2 Jerseys (plastic models, of course) to care for. After milking, turn them loose in the fenced-in yard while the barn floor is scoured clean. It's all so real looking and built to scale . . . the metal fence sections (8 of them) and gate interlock any way you want to make a pasture. The barn is big, 12¾ in. long, 6⅝ in. wide; has a weaning pen, six-place stanchion, sliding door, and is all metal. Cows are three dimensional and are true-to-type in markings and colors. 2 milk cans are also included.

48 T 2703—Ship. wt. 3 lbs. 4 oz. . . Set 2.79

(A) Bubble Gum Bank vending machine with key and 25 sticks of bubble gum. Any coin, up to quarter, deposited to buy each stick is really "saved." Replenish supply when bank is nearly empty, can be refilled with most any brand of stick gum. Metal and plastic in Red and Green enamel finish. About 2½x4x6 in. high

48 T 534—Ship. wt. 1 lb. . 1.87

(B) Treasure Chest Bank—replica of old pirate chest stirs youngsters and adults to save. Takes coins to 50 cents and paper money. Painted metal; abt. 4x4¼x3⅛ in. high. Padlock, 2 keys.

48 W 869—Ship. wt. 1 lb. 4 oz. 95c

(C) Pink Elephant Metal Bank. Put coins to 25 cents in movable trunk, press tail and he tosses coin through slot in his head. 9x4½ in. high.

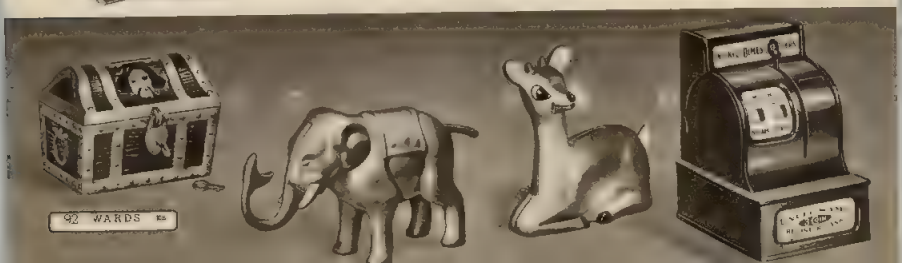
48 W 865—Ship. wt. 1 lb. 8 oz. . . . 1.79

(D) Rudolph Metal Bank. *His red nose really lights up*, giving thanks for the deposit of coins to 25c. Includes replaceable penlight battery and bulb. Abt. 5¾x2¼x5 in. high.

48 T 533—Ship. wt. 1 lb. 8 oz. 1.89

(E) Uncle Sam Bank Registers nickels, dimes, quarters. Slot for paper money. Door unlocks automatically when $10 is saved. Black enameled steel

48 T 539—6 in. high. Wt. 2 lbs. 8 oz. 3.29



Western Style Leather Holsters

All of Wards Holster sets are made of good quality genuine leather, stitched and riveted at points of strain. Sets B, C, and F have more "jewels" and nailheads than the other sets and are finished in more detail. The [illegible] sets conform to state laws and have been made to provide fun, yet will not shoot caps. Belts are all adjustable and will fit child with waist measurements up to 30 inches. For Cowboy hats, shirts, and [illegible] see the following pages.

A DOUBLE HOLSTER AND PISTOL SET. Leather holster and belt in cordovan red and white finish. Trimmed with "jewels" and nailheads. Dummy bullets. [illegible] inch wide belt and 3-inch girdle between holsters; adjusts to 30 in. Two guns of nickel finish metal with white plastic handles (will not fire caps). Guns 7½ in. long. Holsters 9¼ in. long.
48 T 3363—Shipping weight 2 lbs. 2.39

B SOUTHWEST DOUBLE HOLSTER AND PISTOL SET. Handsome genuine leather holsters and belt in cordovan red finish with white gun pocket trimmed in Western style with "jewels," nailheads and leather cutouts. Belt 2½ inches wide, adjusts in length to 30 inches. Dummy bullets. Two large Texan leather nickel finish guns with white plastic handles break open. (All not fire caps). Guns 8 in. long. Holsters 9 in.
48 T 3369—Shipping weight 3 lbs. 4.95

C SINGLE HOLSTER AND GUN SET. With tooled leather holster in cordovan red and white finish. Belt adjusts to 30 inches. Leather cutouts, "jewels" and nailheads. Texas Junior gun in nickel finish metal with plastic handle and break action. 8 in. long. (will not fire caps).
48 T 3365—Shipping weight 1 lb. 8 oz. . . . 2.69

D SINGLE HOLSTER AND RODEO GUN SET. All leather holster in cordovan (C), with 1½ inch wide belt. Adjusts to 30 inches. All covered with finish "jewels" and nailheads. Dummy bullets. Holster 9¾ in. long. Rodeo gun 7½ in. long is nickel finish metal with white plastic handle (will not fire caps).
48 T 3364—Shipping weight 2 lbs. 1.89

E HOLSTER AND "REAL" GUN SET. Tan and white leather belt and holster with white leather cutouts, steel studs. Holster 8 in. long. Belt adjusts to 30 in. Gun metal finish "Real" pistol 9¾ in. long (will not fire caps).
48 T 3334—Shipping weight 1 lb. 98c

F DOUBLE BARRELED PIRATE PISTOL AND HOLSTER SET. For the boy "Captain Kidd." In your family. Holster 10¾ in. long. Black leather holster with white pirate cutouts and nailheads. Jewel trim. 1¾ inch wide black and white leather belt, adjusts to 30 inches. Has wide 5 by 3-inch girdle. Black pirate gun in nickel finish has double barrel with 2 hammers that act independently of each other, gray plastic handle (will not fire caps).
48 T 3367—Shipping weight 2 lbs. 2.95

G FANCY WESTERN BELT. Beautifully embossed [illegible] colors showing Western scenery. Western style metal buckle, tip and loop. Belt 1 in. wide. Top grain leather.
Sizes 22, 24, 26, 28 or 30 in.
48 T 1733—Ship. wt. 8 oz. *State size* . . . 1.45

H COWBOY LEATHER CUFFS. Embossed in silver finish with "jewel" and nailhead trim. Snap open backs. *Size:* 7½ by 9¾ in. Match spurs (J) below.
48 W 3354—Shipping weight 1 lb. 1.59

J DIE-CAST ALUMINUM SPURS. Nickel finish. Stylish like real cowboy spurs. Blunt ends. Silver embossed leather snap studded with nailheads and "jewels." Fit shoes or boots with not more than 2¼-inch wide heels.
48 W 1751—Shipping weight 12 oz. Pair 1.59

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Toys—Games—Sporting Goods

JUNIOR PRO All-Steel JEEP

Features All-steel welded construction Fire-Engine red body and wheels, white hub caps and windshield frame • Army-type insignia on hood • 10" x 1 75" Oilite bearing wheels with semi-pneumatic tires • Windshield that folds down • Over 50 inches long • Holds up to 4 youngsters in front and back seats • Foot pedals standard equipment

LIST $37 50 — PACKED 1 TO CASE

JUNIOR-PRO GOLF SETS

Made in 3 sizes for children from 4 to 12 years. Each set consists of aluminum Driver, Mid-Iron, and Putter, 3 composition cork balls, 6 plastic tees. Heavy twill bags have grained leatherette trim and carrying strap.

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SET No. 2 .....$6.45, 6 to case
SET No. 3..... ..$7.45, 6 to case

LIGHTWEIGHT HORSESHOE SETS

Now women and children can play this popular old game Set consists of 2 pair of Official Junior-Pro Lightweight Horseshoes and 2 stakes. Sturdy, attractive box for easy carrying Weight per shoe 1 lb

LIST $5 95 WITH METAL STAKES PACKED 6 SETS TO CASE

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Educational, entertaining Recommended by many teachers for pre-school ages and first graders. Sturdy construction, attractive four color packaging

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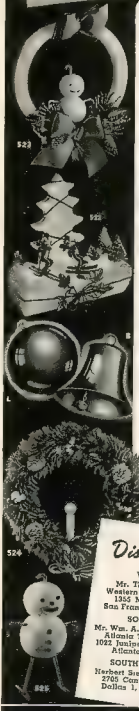

BELL INDUSTRIES, INC., present new quality Christmas decorations. To see these items is to want them! They are new, different and appealing. There will be no "carry-over" with merchandise like this.

No. 724 REINDEER CENTERPIECE. Sparkling snow white Styrofoam* trimmed with realistic evergreens, red berries, ribbons, pine cones and holly. 8 Reindeer, length 28 inches. No. 723-4—Reindeer, length 20 inches.

No. 523—SNOW MAN WREATH. Cut from Styrofoam*, a snow appearing material trimmed with colorful foliage, ribbons, cones, etc. 10 inch diameter.

No. 522 — SNOW SCENE. Two red suited skiers racing through frost encrusted evergreens on a "snow" background of Styrofoam*. Trimmed with red bow, pine cones, red berries, holly leaves, etc. Height 10 inches.

No. L — BELL'S, NON-BREAKABLE BALLS. Decorative all metal ornaments finished in brilliant anodized "Lustre"★, natural snow-like, or "Ice-Glo"★. Assorted colors, sizes 2 and 3 inch.

No. B—BELL'S, MUSICAL BELLS, 2-4-6 inch sizes NON-BREAKABLE—Colorful—musical—all metal. Finish same as balls.

No 524—Decorative 16 inch lighted wreath 6 feet of cord, frosted cones and berries. Flame proof treated lycopodium. Thick natural looking foliage.

No. 525—SNOW MAN. This happy looking snow man makes quick impulse sales. 6 inches high. Packed 3 to a cellophane bag.

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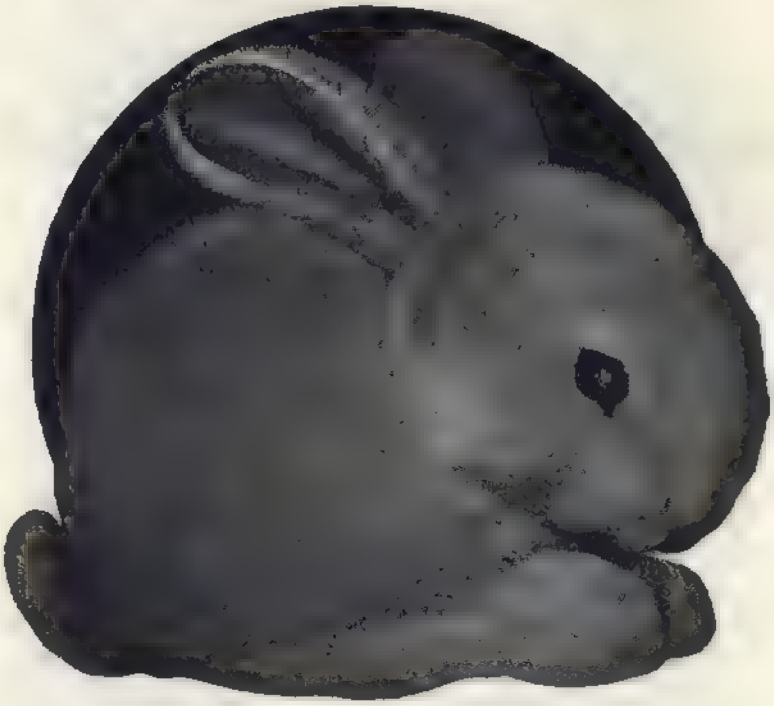

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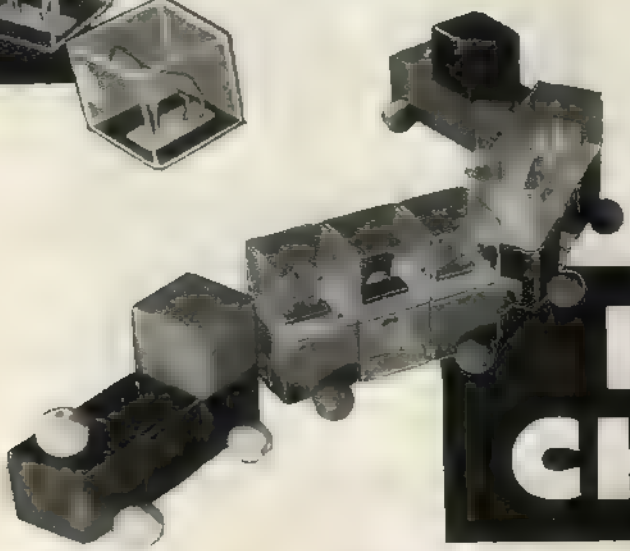

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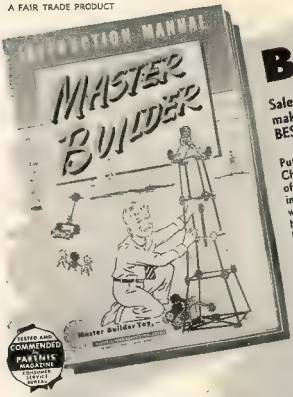

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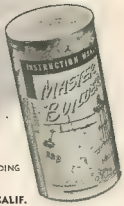

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Wind Them Up and Watch Them Go

(L) HONEYMOON FLYER WITH AIRPLANE. Wind it up . . . the little streamlined train speeds around through tunnels and over bridge; airplane flies overhead. Long-running clockspring motor. Lever for starting and stopping. Brightly lithographed metal. 9¼-in. diam. base.
48 T 2824—Shipping weight 1 lb. 97c

(M) SET OF 3 MECHANICAL RACERS. Wind them all up . . . set them off . . . and may the best car win! Hold your own races with these 3 little wind-up speedsters. Each a different color and number. Metal, realistically lithographed. Strong spring motors. Each car is 5 in. long.
48 W 2802—Ship. wt. 1 lb. . . . . Set of 3 1.00

(N) MIDGET AUTO RACER. Scale replica in plastic of midget racing car with dummy exhaust pipes extending from motor to rear. Front wheels adjustable—direct car on straightaway or in circles. Driven by long-running spiral spring motor with winding key. Car is 6 in. long.
48 T 2807 Shipping weight 10 oz. 79c

(P) NEW 1949 FORD. Scale model in bright red plastic of 1949 Ford 4-door Sedan. Metal chassis, axles; rubber tires; shiny hub caps, bumpers. Mirrored metal windows and windshield. Strong wind-up motor. Ford is 7¾ in. long.
48 T 2851—Shipping weight 14 oz. 1.85

(R) GEORGE, THE DRUMMER BOY. Brightly lithographed soldier boy with drumstick in each hand. He beats a staccato roll on metal drum when strong, spring motor is wound with attached key. Attractively designed and finished in detail. Measures 9½ in. high.
48 T 2818—Shipping weight 10 oz. 77c

(T) SPARKLING BATTLESHIP. Wind up the strong spring motor and watch this "super dreadnought" roll across floor into action. Shoots sparks from 2 long-range guns. Bombs and a bomb-catapult that really works are on deck. All steel, brightly lithographed in realistic colors. Moves easily along any flat surface on concealed wheels. Broke lever. 15 in. long.
48 T 2838—Shipping weight 1 lb. 97c

(U) METAL GASOLINE TRAILER AND VAN TRAILER WITH HAULERS. Gas Trailer has red and yellow enamel finish, is 8½ in. long, has lever to prop trailer up when hauler is disconnected. Back drops for unloading cargo. Red Hauler is 8 in. long, has strong, wind-up motor. "Tool box" in back of cab. Red and blue Van is 8½ in. long, has lever to keep trailer level when off hauler. Hauler is 8 in. long with long-running spring motor, strong enough to move heavy "loads." All have wood wheels.
48 T 2849—2-Truck Set. Ship. wt. 3 lbs. 1.95

(V) TRICKY TAXI. Amusing and mystifying toy. Will not run off edge of any flat surface, speeds up to the edge, stops, turns around and speeds off again. Strong, long-running clockspring motor with key attached. Metal, brightly lithographed. Taxi is 4½ in. long.
48 T 2819—Shipping weight 6 oz. 77c

(W) PLUTO DOG. Walt Disney's amusing dog character will delight the tiny tots who can make him run along playfully sniffing as he goes just by pressing his tail down. Metal body, attractively lithographed, droopy rubber ears.
48 T 2803—10 in. long. Ship. wt. 11 oz. 99c

(X) MECHANICAL AUTO TRANSPORT. Metal transport with two plastic yellow cabs on individual platforms which tilt for loading and unloading. Transport has baked enamel finish with bright plated hood strip, headlights and radiator grille, is powered by strong, spiral spring motor, winding key attached. Transport is 10¼ in. long.
48 T 2809—Shipping weight 12 oz. 98c

(Y) "FLIPPO" THE DOG. This clever mechanical Dog does back flips in the air, over and over. Strong clockspring motor, winding key attached. Metal, realistically lithographed.
48 T 2817 – 3½ in. high. Ship. wt. 6 oz. 99c

Tea Sets of plastic with the look of porcelain

$1.49 22-pc.

Happy is the hostess who serves tea with these dishes. They're ivory-color plastic lightweight, hard-to-break and actually translucent—look like the fine porcelain grown-ups use. They're even hand-painted with a dainty floral design, and delicately embossed Saucers 3½ inches in diameter; other pieces in proportion. With pretty paper napkins and plastic cutlery

Service for three:
3 cups 3 saucers 3 plates creamer 3 forks 3 knives 3 spoons sugar bowl teapot, cover 6 napkins
49 N 1814—22-piece set plus 6 paper napkins Shipping wt 1 lb. . . . $1.49

Service for six:
6 cups 6 saucers 6 plates creamer 6 forks 6 knives 6 spoons sugar bowl teapot, cover 12 napkins
49 N 1815—40-piece set plus 12 paper napkins Shipping wt 1 lb. 8 oz $2.39

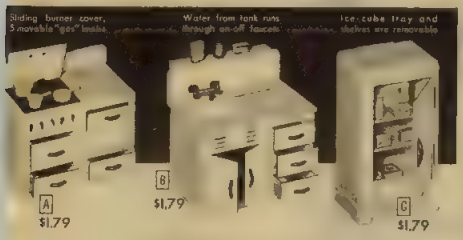
Plastic Dinner Sets as complete as mother's own!

$2.89 27-pc.

The life of the party depends, to a large extent, on the table setting. A full-course dinner is no problem with these sets—they include covered vegetable dishes and gravy boats with ladles! Like the sets at left same durable ivory-color plastic, same proportions—but more complete

Service for three:
3 cups 3 saucers 3 plates 1 platter 3 forks 3 knives 3 spoons 1 creamer oval veg. dish with cover, teapot with lid, gravy boat with ladle, sugar bowl
49 N 1816—27-piece set plus 12 paper napkins Shpg. wt 2 lbs. $2.89

Service for six:
6 cups 6 saucers 6 plates 1 platter 6 forks 6 knives 6 spoons 1 creamer veg dish with cover, teapot with lid, footed gravy boat with ladle, sugar bowl
49 N 1817—45-piece set plus 14 paper napkins Shpg. wt 2 lbs 8 oz $3.89



Play Kitchen Equipment that really functions!

Even in large-size toy equipment such realism is rare, so it's headline news to find it in these. Doors and drawers open and close, faucets actually run, ice-trays and refrigerator shelves are removable. Gleaming, durable ivory-color plastic, black trim
49 N 2175—Set Sink, stove and refrigerator. Shpg. wt 3 lbs. Money-saving price . . . $4.98

A **Stove** with 2 plastic saucepans and a frying pan 3x3⅜x5⅛ in
49N2152–Shpg wt 1 lb $1.79

B **Sink** with metal basin, play soap, soap flakes and cleanser 5⅛x4⅜x6 in. wide
49N2153–Shpt wt.1 lb. $1.79

C **Refrigerator** with play milk bottle, butter, eggs 4⅛x2⅛x7 in high
49N2151–Shpg. wt 1 lb. $1.79

Treasure Chest of Lapel Pins

$1.09

Very early in life every girl begins to covet the glitter of jewelry and these authentic Disney-design pins will represent GLAMOUR to any small girl. Six pins, all large and heavy to withstand young wear and tear; all in lustrous gold plate, all with safety clasps. Mickey and Minnie Mouse, Pluto, Donald Duck; Porky, and Jiminy Cricket each about 1½ inches tall Richly decorated chest (8x5x2 in.) is sturdy fiberboard, has removable tray Price includes 20% Federal tax
49 N 2144E—Shpg. wt 1 lb. . $1.09

These Sets will help her entertain graciously

D **Gay-colored metal Tea Set** Service for six—unbreakable, easy to handle. The fanciful lithographed designs will delight the little hostess, and her guests as well Six each of the following cups, saucers butter plates, salad plates. And one each of these: handled dish with cover, creamer, footed sugar bowl, teapot with lid and 8x10-inch tray Duck design on butter plates, farryland bride and groom on all other dishes Saucers are 2½ inches in diam., other dishes in proportion
49 N 1818 31-piece tea set Shipping weight 2 pounds 8 ounces 94c

E **Shining Stemware.** Clear glass, practically unbreakable plastic in a pretty floral pattern *service for four*—4 sherbets, 4 goblets, water pitcher (3⅝ in high) and some colorful plastic straws
49 N 1801 Shpg wt. 1 lb. 4 oz. **89c**

F **Lemonade Set** Replica of a grown-up set. Nicely finished 5x5½-inch metal tray with big easy-grip handle, holds 4 sparkling glass tumblers 2¾ in high Pitcher 4 in. high, 2¾ in. across
49 N 1955—Shpg. wt. 2 lbs . **89c**

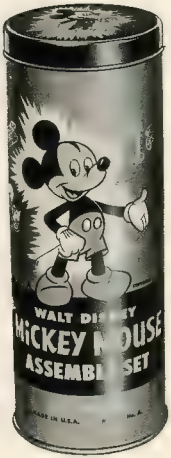
Announcing 3 New Smash Values!

WALT DISNEY

MICKEY MOUSE

CONSTRUCTION SETS

© WALT DISNEY PROD.



MODEL A
$3.84 per doz. wholesale

$3.84 per doz. wholesale

MAKES 25 MODELS

Also 2 Other Sets Packed In Picture Display Boxes

$6.84 per doz. wholesale
MODEL S—MAKES 50 MODELS

$13.80 per doz. wholesale
MODEL L—MAKES 100 MODELS

Assembled with Nuts and Bolts
Screw Driver and Wrench with Each Set

STRONG
ALL ALUMINUM
Will NOT Rust

•

HOLLYWOOD TOYCRAFT, Inc.

6223 SAN FERNANDO ROAD GLENDALE, CALIFORNIA

All Orders Shipped F.O.B. St. Louis, Mo., or Glendale, Calif.

TOY NEWS AND NEW TOYS

PLASCO INTRODUCES "OPEN HOUSE" DOLL HOUSE

While architects strive toward perfecting the solar house of tomorrow, today's young homemakers can enjoy the comforts of a perfect model Plasco's "Open House" Doll House. Complete from antenna (television, of course) to ziggurat (terrace, of course) . . . this dream of a house invites sunshine into every room . . allows small hands to rove through each nook and cranny without obstacle.

Originally designed as a display piece for Plasco's line of Little Homemaker Furniture, the "Open House" was put on the market because of heavy demand on the part of buyers. It is a modern 6-room castle that would delight any home owner or would be home owner! Each room has interconnecting arched doorways, colorful durable flooring, and walls attractively decorated in today's taste. A central staircase winds from the first floor (where dining room, living room, and kitchen are beautifully laid out) to a second floor central hallway that serves a bedroom, nursery, and bath. From the second floor hallway, the "Open House" dweller steps out into a charming flag-stoned open air terrace—a sun-worshipper's wish-come-true

The "Open House" may be sold as an individual piece, or completely furished with Plasco's Little Homemaker furnishings. Every piece of furniture is a to-scale miniature of current fashions in cabinetmaker furniture. Youngsters and grown-ups alike thrill to the wood-grain finishes . . . the drawers that open . . . the television pictures that change . . . the wonderful, realistic touches that make "playing house" a source of never ending delight!

For the final touch of perfection, the Plasco Doll House may be turned around on its axis to permit easy access to every room. In every well thought out detail, the "Open House" is designed to keep little homemakers content through countless hours of instructive play. Full details may be obtained from Plastic Art Toy Corp. of America, East Rutherford, New Jersey

The "Open House" by Plasco allows the little housekeeper to rearrange furniture without difficulty

BUYERS MARKET IN NEW ORLEANS

The second annual Buyers Market held in New Orleans since the end of World War II was the most successful merchandising event of its kind ever held in that city, according to the Association of Commerce.

More than 700 out of town buyers registered at New Orleans hotels for the event, in addition to those who participated but did not register especially for the Market.

PETER RABBIT THE MAGICIAN MAGIC SET BY STRATHMORE

The Strathmore Co., Aurora, Ill., report an increasing demand for their Peter Rabbit the Magician Magic Set. The complete outfit is packed in a durable colorful box and case with a beautifully illustrated book in colors. Easy and simple to understand instructions tell how to do each trick and also tells Peter's life story, and, of course, there is an entire outfit of tricks

Magic Set by Strathmore.

and a wand—in fact everything necessary for youngsters to put on a real magic show and mystify their parents and friends The retail price is $1.00

Christmas lights by American Plastics

GLOW BELLS BEAUTIFY CHRISTMAS TREE LIGHTS

Stephen M. Harris, American Plastic Mfg. Co., 2938 North Halsted Street, Chicago 14, states that their new line of Glow Bells Christmas tree lighting sets is meeting with an encouraging reception from jobbers and dealers throughout the country. Made of brilliant, unbreakable plastic, the light shines through and has the effect of making the small tree light bulbs look bigger and more colorful. The Glow Bell line is packed in three different ways. Set number 108 includes Glow Bell shades only, set number 800 is the Glow Bell series set, and set number 700 is the Glow Bell multiple set. Mr. Harris states that the bulb used in the multiple set has an unusual long life—in excess of 1500 hours, practically nullifying the replacement problem

HAT KIT BY CORONA

Corona Hat Company has placed a new, educational toy on the market consisting of a Miniature Hat box, containing felt hats, ribbons, feathers, flowers, needle and thread. A child can trim and fashion these hats to suit its own individual tastes. The feature of this toy is that the box itself is made of a five color woven fibre, 5 inches in diameter, and 3 inches higher This enables the owner to carry the box around and play with it when visiting or when out in the open playing with other children. Furthermore, when the contents are removed the box has a very useful purpose in that it can be used for hose, hankies, gloves or toilet articles around the house. The miniature Hat box sell for 79c.

ANNUAL MASBACK OUTING

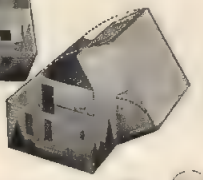
Salesmen and executives of Masback Incorporated, New York City, hardware distributors, held their annual outing recently at Schmidt's Farm, Westchester, New York.

Contests were staged in softball, swimming, and tennis, with awards given the winners. A shore dinner was served during the evening.

Keep Your Sales UP. . . . with REEVES PRODUCTS

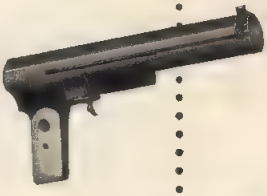
THE FOLD-AWAY DOLL HOUSE

Open: 17" x 30"



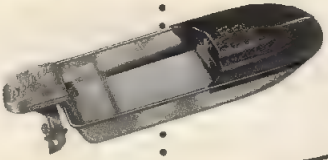
Folds to: 1/5 of open size

A five room doll house in four brilliant colors that folds away like magic to 11 inches by 13 inches. Comes completely assembled. Cutaway top allows maximum play value in furniture arrangement. House packed complete with lawns, patio and garden in individual shipping cartons.



THE FIRE-BALL

A snap of a trigger shoots ping pong balls over 50 feet — perfectly harmless. Vividly colored aluminum barrel and stock, treaded hand grip. The Fire-Ball comes packed with three flame red ping pong balls and a spare elastic.



THE SILVER SKIPPER

The only electric toy outboard motor boat— "Evinrude" powered. ACCLAIMED EVERYWHERE.

See the New Line-up of **REEVES PRODUCTS** at the TOY SHOW, March 8 McAlpin Hotel, Room 621

Watch for MORE NEW REEVES PRODUCTS

REEVES PRODUCTS, Inc.

10 EAST 52nd STREET • NEW YORK 22, N. Y.

Above is a view of the Ken Roberts showroom in San Francisco, showing the unique display arrangement that enhances the beauty of the famous lines that he represents. The doll houses opened show the many buyers this wonderful array of toys.

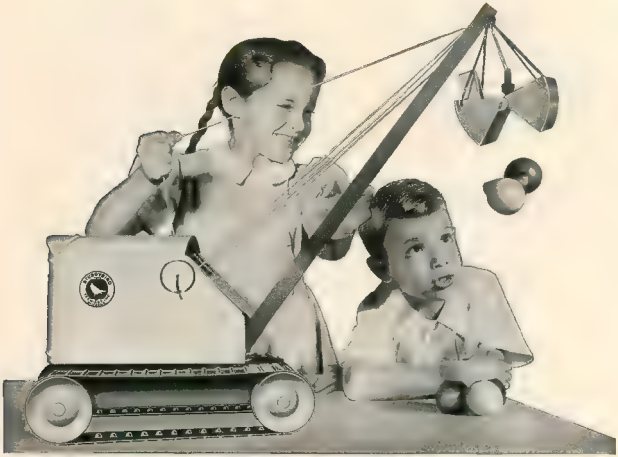
DOLL HOUSES MAKE INTERESTING BACKGROUND FOR TOY DISPLAYS

One of the most novel display arrangements during Western Winter Market in San Francisco was to be seen in the showrooms of Ken Roberts, factory representative. Hand-decorated plywood doll houses, which open up just the way a doll house should, "housed" samples of his various lines — Alexander dolls, Knickerbocker stuffed toys, Knickerbocker plastics, and Doepke model toys

The doll houses are lighted inside with long fluorescent tubes running along each side. Background colors are pastels — blue for plastic toys, pink for dolls, yellow for trucks.

The Roberts doll houses were painted by a San Francisco artist and have proved to be a favorite with West Coast toy buyers.

Closed, the Ken Roberts showroom looks like a Lilliputian Village, with its gaily painted doll houses, that are a tribute to the ability of the artist. This arrangement also keeps the samples clean and allows for good lighting as well as an attractive appearance



STURDYBIRD STEAM SHOVELS AT NEW LOW PRICE

$5.95 retail

See this authentic toy in action!

- Grab bucket digs and dumps.
- Cab swivels 360°
- Boom raises and lowers.
- Welded steel construction.
- Big tough rubber treads.

STURDYBIRD ELECTRO-MAGNETIC HOIST

$7.95 retail

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THE STURDYBIRD SALES OFFICE NEAREST YOU

NEW ENGLAND: Welcome G. Young & Son, 99 Chauncey Street, Boston, Massachusetts

EASTERN: D. C. Baker, Room 408—5th Avenue Building, 200 Fifth Avenue, New York, New York

MID-WEST: W H Makepeace & Son, 1725 Marquette Avenue, Cincinnati, Ohio

CHICAGO & NORTHWEST: Sam C. Schmitt, 1412 Merchandise Mart, Chicago, Illinois

SOUTHERN: Russell D. Jessee Company, 511 Spring Street, N. W., Atlanta, Georgia

SOUTHWEST: Forrest & Thigpen, 6002 Worth Street, Dallas, Texas

WESTERN: McClellan & Sulebottom, Western Merchandise Mart 1355 Market Street, Room 938, San Francisco California

STURDYBIRD TOYS BY TECH-ART, INC. MILFORD, O.

TECH-ART, INC.

MILFORD, OHIO

THE MARKET PLACE

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New and exclusive styles in Popular-priced Baby Dolls — Composition Dolls, Rubber Dolls with Layettes

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106 E. 126TH ST., NEW YORK 35, N. Y.
Factory Representative: The Austin Co.— Represented by Malcolm W. Austin and Lawrence Brooks
Showroom: Room 308, Hotel Breslin

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WHEEL TOYS
Steger Trucks and Wagons
For 1948
Will Again Scoop the Field for Quality Features!
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CHRISTMAS CARDS
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OPEN COUNTER CARDS
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American Toy & Novelty Mfg. Co., 2415 N. Howard St., Phila. 33, Pa.
Arrow Fur Co., Inc., 142 W. 26th St., New York.
Artistic Toy Co., 101 W. Lehigh Ave., Phila., 33, Pa.
Atlanta Nov. Mfg. Corp., 324 Lafayette St., New York 12.
Atlanta Playthings Co., 578 Bankhead Ave., N.W., Atlanta, Ga.
Atlas Toy Mfg. Corp., 136 W. 21st St., New York.
Bestever Products Co., Inc., 309 Bowery, N. Y.
Character Novelty Co., 170 Fifth Ave., New York
Dorsay Toy Studios, Inc., 353 Fourth Ave., New York.
Victor Eckardt Toy Co., Inc., 132 Greenpoint Ave., Brooklyn, N. Y.
Enterprise Toy Co., 17 W. 17th St., New York 11.
Expert Doll & Toy Co., 19-27 W. 21st St., New York.
Gay Stuffed Toy & Nov. Co., 43 W. 24th St., New York.
Gloria Toy Co., 6 W. 18th St., New York 11.
Hol le Toys, 200 Fifth Ave., New York 10.
Gund Mfg. Co., 200 Fifth Ave., New York.
Ideal Novelty & Toy Co., 200 Fifth Ave., New York.
Imperial Crown Toy Co., 494 Dumont Ave., Brooklyn, N. Y.
J. P. T. Stuffed Toy Co., 51 W. 28th St., New York 1
Jolly Toys, Inc., 71 Fifth Ave., New York 3
Joy Kraft Creations, Inc., 1186 Broadway, New York 1.
Joy Toys, Inc., 221-223 W. 17th St., New York
Juro Novelty Co., 40 E. 20th St., New York
Knickerbocker Toy Co., 200 Fifth Ave., New York.
Richard G. Krueger, Inc., 1359 Broadway, New York.
La Mar Toy Co., 79 Bridge St., Brooklyn, N. Y.
Little Tot Toy Co., 6517 Upland St., Phila. 42, Pa.
Lucky Toy Co., 20 Bond St., New York.
M. & A. Wares Co., 49 W. 24th St., New York 10.
M & H Novelty Corp., 104 W. 14th St., New York 11.
Majestic Doll & Toy Corp., 737 Broadway, New York 3.
Meshner & Caminiti, 200 Fifth Ave., New York 10.
Merit Toy Co., Inc., 527 Broadway, New York.
Mesco's, Inc., 4124 N. W. 17th St., Miami, Fla.
Natural Doll Co., 134 Spring St., New York.
The Rushton Co., 578 Bankhead Ave., N.W., Atlanta, Ga.
Schwartz Toy Co., 29 E. 19th St., New York 3.
Sharon Toy Co., 22 W. 4th St., N. Y. 12
Standard Celluloe & Nov Co., 476 Broome St., New York 13.
Stern Toy Co., 51 W. 24th St., New York
Uneeda Doll Co., 425 Broome St., New York.
Winchester Toy Co., Inc., 6745 Yocum St., Philadelphia, Pa.
I. B. Wolfert & Co., 27 E. 22nd St., New York.
F. W. Woolworth Co., 206 Fifth Ave., New York.
Zolo Toy Co., 140 W. 22nd St., New York 11.

SURPRISE PACKAGES AND PRIZE PACKAGE TOYS

DeLuxe Games Corp., 200 Fifth Ave., New York.
N. Y. Toy & Game Mfg. Co., 200 Fifth Ave., New York.
J. Pressman & Co., Inc., 1107 Bway., New York 10.
Standard Toykraft Products, Inc., 319 McKibben St., Brooklyn, N. Y.

SWIMMING DEVICES

U S. Fiber & Plastics Corp., Sterling, N J.

SWINGS

Max E. Brafman Co., 200 Fifth Ave., New York 10.
Harcourt Co., 121 No. Marion St., Oak Park, Ill.
Kiddie Gym Corp., 1107 Broadway, New York 10.
Production Enterprises, 200 Fifth Ave., N. Y.

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STEEL *Live-action* PULL TOYS
THEY'RE "CHILD-CONDITIONED"
STRUCTO MFG. CO.
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Disney WHEEL TOYS
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CHRISTMAS STOCKINGS
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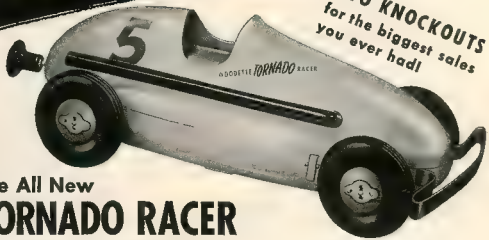
121 MARKET ST., PHILADELPHIA, PA.

THOMSON MECHANICAL TRAINS
Pull Toys & Wind-Ups—
Picture Puzzle Coasters—
Gleaming Colors—Baked Enamel
— Height 3½". Width 2½". Retail 39.50 to 61.95. THOMSON EQUIPMENT CORP., Mineola, L. I., N. Y.

New Low Price $5.95 Retail
STURDYBIRD STEAM SHOVELS
Send for Full Information
TECH-ART, INC., Milford, Ohio

1-2 PUNCH for '48 SALES!

TWO KNOCKOUTS for the biggest sales you ever had!



1

The All New
TORNADO RACER

Powered by MOT-AIR-ETTE

Acclaimed the Outstanding Mechanical Toy of the recent New York Toy Fair

A sensation last year, nationally publicized by press and radio. This Year's TORNADO RACERS are headed for NEW RECORD HIGHS IN SALES AND PROFITS FOR YOU!

ALL NEW COLORS: Chip-proof baked enamel, in red, yellow, blue, white and silver.

ALL NEW ALL-METAL PUMP: destruction-proof; takes plenty pressure.

ALL NEW SWITCH ARRANGEMENT: Quicker, easier, surer-acting,

ALL NEW WHEEL ATTACHMENT: Solid, sturdy, faster-turning. Real inflated puncture-proof rubber tires.

ALL NEW MOTOR DEVELOPMENT: Improved action; longer lasting; more speed.

PUTT-PUTT! PUTT-PUTT!

Pneumatic! Just pump 'er up and away it goes from 15 to 20 miles an hour and sounds like a real gas engine.

SPECIFICATIONS:

Length 14" Width 5½"
Individually boxed - Packed 24 to master carton.
Shipping weight per carton - 48 lbs.
Suggested retail - $4.95

2

The All New
WHIRL "WIND" HELICOPTER

Now Mechanized!

Knockout No. 2 for PLUS Sales. Wind it up and away it goes — propeller whirling and taxing around like a real helicopter ready for takeoff!

Sturdy - Powerful Clock Spring Motor - The spring is guaranteed not to break.

All Soft White Rubber Propeller Blades.

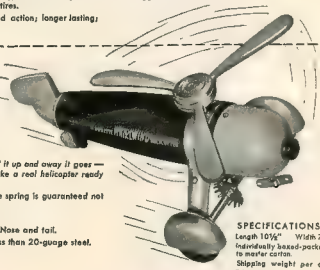
Latest Type Break-Proof Plastic Fuselage - Nose and tail.

Metal Parts of Heavy Aluminum and no less than 20-gauge steel.

An Assortment of Brilliant Colors.

Rubber Balloon Tires.

Beautifully, Individually Packaged.



SPECIFICATIONS:

Length 10½" Width 7¾"
Individually boxed-packed 36 to master carton.
Shipping weight per carton 24 lbs.
Suggested retail - $2.69

DON'T DELAY - ORDER NOW - WHILE PRODUCTION AND MATERIALS CAN FILL DEMAND!

WOODETTES — MERCHANDISE MART — CHICAGO 54

Eastern Rep.: KRAIN & CANTON
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West Coast Rep.: PETER GOLDSMITH
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Clip Craft
SNAP ACTION BUILDING SET

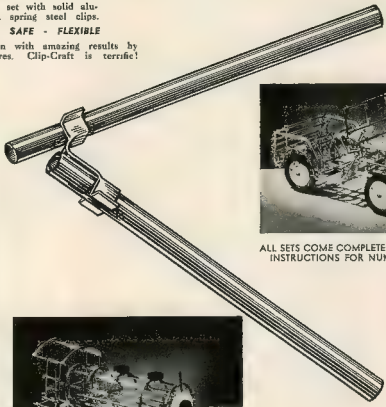
The new building set with solid aluminum rods, and spring steel clips.

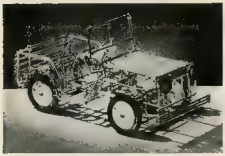
EASY - FAST - SAFE - FLEXIBLE

Sales - Tested and proven with amazing results by leading Department Stores. Clip-Craft is terrific!

MIDGET SET

Wonderful for the beginner. Makes dozens of models.

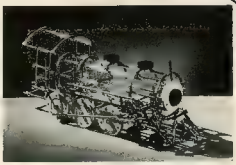




ALL SETS COME COMPLETE WITH ASSEMBLING INSTRUCTIONS FOR NUMEROUS MODELS.

NO. 2

More parts, more models. Affords youngsters complete freedom to test ingenuity.



NO. 3

The big jumbo package with elaborate 16-page color booklet. Graphically illustrates many models for copying.

SPECIAL GIFT BOX NO. 1

Approximately 200 parts to thrill today's bright youngsters with many hours of constructive education and entertainment.

WRITE! - WIRE! - 'PHONE!

Let us give you full details on this fast-moving, high-profit item. A proven success, it means money in your pocket this Fall season. Don't delay. Send your inquiry today!

NO NUTS - NO BOLTS - NO SCREWS - NO TOOLS

Clip Craft CORPORATION
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Steel Rider Truck for your young fireman $6.3

- Just like a real fire engine! Clang the bell! Unhook the ladders!
- Steer with regular steering wheel as you speed to "make-believe" fires.

A grand gift for an active youngster! Heavy duty fire engine with sturdy bicycle-type s
Automobile-type chassis of extra heavy gauge steel, reinforced and welded for steeri
Youngsters really go for that bright red enamel . . . the automobile-type steering gear
the fire bell mounted on the cab . . . the four, big, easy-rolling, rubber-tired disc whe
Best of all—two ladders, each 20 in. long, unhook from sides of truck and mount at re
Truck over 30 inches long overall; 15½ in. high; 8½ in wide. Seat 11½ in. from floor
79 N 06187—Shipping weight 16 pounds. $6

Trailer Truck

A A big truck! 25 in. long overall, 8 in. high Six rubber-tired wheels; one spare. Glass reflectors just like a real truck, two on rear and three on top front of trailer. Dummy headlights, front bumper and grille Heavy sheet steel construction; bright baked-on enamel finish. A gift to delight any boy! Shipping weight 8 lbs. **$2.89**
79 N 06182 ..... $2.89

Hook and Ladder

B Lots of fun putting out "make-believe" fires with this realistically lithographed hook and ladder! Thrill after thrill as it speeds around corners, trailer swinging on swivel-mounted cab! Ladder with dummy water nozzle may be hoisted up to 32 in. high by cranking handle Fire bell on hood Made of heavy-gauge steel; bright baked-on enamel finish. 25 inches long overall. Six rubber wheels. **$2.49**
49 N 6179—Shpg. wt. 4 lbs..... $2.49

Big realistic all-steel Toy Trucks

C **Coal Dump Truck.** Heavy gauge sheet steel. Bright baked-on enamel finish. 22½ in. long overall. Lever for dumping. Rear gate opens to pour coal. Dummy grille and bumpers. 4 wheels. **$1.98**
79 N 06157—Shipping weight 5 pounds $1.98

D **Jeep-type Wrecker Truck.** Replica of famous Willys pick-up truck. Removable wrecker boom. Length 16 in. overall; 7½ in high to top of boom. Ratchet hoist on boom. Front and rear bumpers; dummy headlights; hook on rear. Hood raises Removable tailgate. Steel, bright baked-on enamel finish. Shipping weight 2 lbs. 8 oz. **$1.94**
49 N 6137.....$1.94

E **Electrically lighted Jeep Truck.** Hood lifts for access to battery. Two light bulbs. On-off switch Big truck bed. Tailgate drops for unloading. Front and rear bumpers. Dummy steering wheel. Hook in rear. 13 in. overall. All-steel; baked enamel. Uses standard flashlight battery (not included). Shpg. wt. 2 lbs. 8 oz. **$2.45**
49 N 6152 ....$2.45

Steam Shovel

F Works just like a real steam shovel. Picks up and dumps anywhere you wish. Heavy gauge all-metal construction, bright baked on enamel finish About 20 in. long overall About 20 in. long overall with boom extended. Cab revolves on metal base Two convenient cranks, one on either side; one makes ratchet sound Shipping weight 3 pounds. **$1.87**
49 N 6154.....$1.87

Magnetic Crane

G Powerful electro-magnet, attached to die cast lifting hook, picks up heavy metal objects, drops them when battery is turned off. Release-lever and crank to raise and lower cable. Cab and 14-inch 3-position boom revolve Made of heavy steel; colorful baked-on enamel Size 24 inches overall Uses flashlight battery (battery and small car are not included). Shipping weight 4 lbs. 4 oz. **$2.98**
49 N 6180.....$2.98

Big Auto Transpor

H It's fun to play "car delivery"! 4-wheel cab. I tachable trailer has 4 whe and collapsible suppo Grooves on top hold the 6-in. cars. Two 12-in. s rails attach to upper deck let cars roll down. Tailg drops down forming loading ramp for lower de Sturdy all steel; bright colo 22 inches long Shippi weight 4 pounds **$1.9**
49 N 6149 .....$1.

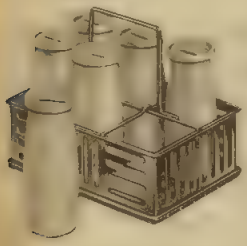
Easy Terms, see page 243

She walks along, head nodding! Then she lays an egg and cackles proudly!

Big Walking, Laying, Cackling Hen

Wind her up and watch her strut along in real barnyard fashion, her head nodding all the time! Cackles proudly as she lays real-looking wooden eggs. All-metal; realistically lithographed in bright colors. Strong, long-running key-wind motor. About 8 in. tall. **$2.79**

49 N 5768 -Shpg. wt. 2 lbs. 6 oz..... $2.79



Toy Milk Bottle Carrier Set

Little folks can play milkman with this grand little set. Has strong, plated metal bottle carrier—just like the milkman uses—and 6 plastic milk bottles with removable slotted caps. Each bottle may be used as individual savings bank. Carrier 6x4¾x4½ in. high overall. **$1.39**

49 N 6417 —Shpg. wt. 1 lb. 4 oz.... ..$1.39

HAPPY-TIME 15-pc. Rubber Farm Set . . realistic . . durable!

With whiffle tree, you can hitch horses to implements without unharnessing

Implements hook to tractor

- Brightly colored . . . looks like real . . . works like real
- Molded of durable, washable rubber . . easily kept clean
- Sturdy and almost unbreakable . . . easy-rolling wheels
- Safe for young children . . . will not scratch furniture

$1
Comp

Think of the fun youngsters will have "doing the chores" with these r implements! They're modeled after Sears' famous DAVID BRADLEY line easy-rolling wheels. Set includes: double gang plow, pulverizer packe nure spreader, mower, tractor, farm wagon, horse team with 2-pc h whiffle-tree, calf and colt, 2-pc. cab and trailer—all packed in roomy board barn

Big truck, consisting of cab and trailer, is ideal for carrying realist and calf. Cab and trailer 9⅛ in. long overall; other pieces in prop Whiffle-tree permits hitching horses to implements without unhar horses; or team may be backed up and hitched to wagon shaft. Tu shaft on wagon lets front wheels make sharp turns. And, just as o farm, all implements can be hitched on to tractor.

49 N 6457—Shipping weight 3 lbs. 6 oz. 15-pc. set with barn.. .....

Little Red Hen

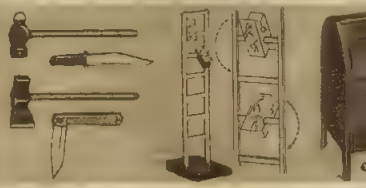
A Just crank the handle. She cackles proudly and lays one colorful wooden egg after another! All-metal; lithographed realistic colors. About 5½x3¼x4¾ in. Three eggs. **56c**

49 N 5766—Shpg. wt. 10 oz . .56c

Amusing Balky Mule

B Runs back and forth. "Whoa!" Mule and cart rear up; farmer rocks back and forth in seat. All-steel, lithographed Clockspring motor; attached key. Length 8 in. **94c**

49 N 5721 —Shpg. wt. 10 oz 94c



Rubber Tool Set

Four molded rubber tools. 9⅜-in. folding jack knife, 8-in. dagger, 9⅜-in. hatchet, 9¾-in. hammer with wood handles Shpg. wt. 1 lb. **57c**

49 N 6446..... .57c

Metal Stunt Firemen

Lots of fun at a tiny price! Put firemen on ladder, they zip to ground in tumble race. 2 lithographed "Firemen." 14-in metal ladder fits on base. **39c**

49 N 6407 -Shpg. wt. 10 oz..39c

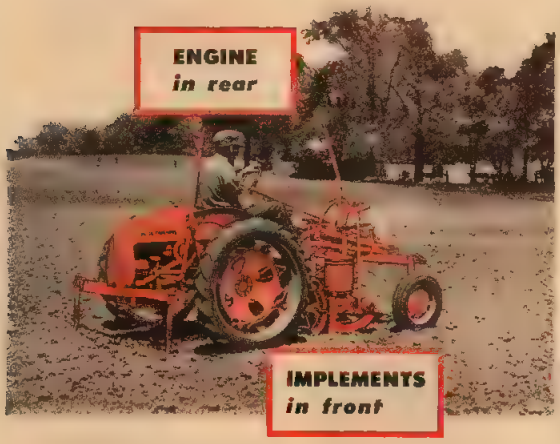
Metal Mail Box

Saving comes easier this way! Insert coins up to quarter size, i slot provided. All-meta 6-in. high 2⅝-in. wid deep. Key included.

49 N 6432 —Shpg. wt. 1

Avoid the Christmas rush! Shop early. Shop from Sears catalog. Pay on Sears Easy Terms. Details on page 243

a new view in farm power



The Allis-Chalmers Model G tractor and its broad line of front-mounted companion implements bring new visibility, new ease of operation, new economy . . . *new performance* to family farms of all types and sizes.

The rear engine design of the Model G seats you in front with clear, unobstructed, straight-ahead vision. The front-mounted implements are scarcely a hoe-handle length from your eye. Any one of the matched tools can be attached or removed in five minutes or less, and you can operate this economical tractor on two to three quarts of fuel per hour.

When equipped with two-row drill planter (illustrated above) the Model G will enable you to plant up to 25 acres per day. With other tools you can plant and cultivate from one to six rows at a time. Even the 12-inch plow is front-mounted. Wheel treads can be adjusted to fit any desired row spacing of 10 inches and up, and you have a selective speed range of ¾ to 7 miles per hour.

Your Allis-Chalmers dealer will be glad to show you this revolutionary new tractor.

for ALL jobs on some farms
for some jobs on ALL farms

ALLIS-CHALMERS
TRACTOR DIVISION • MILWAUKEE 1, U.S.A.

search director of New York's big GLF Co-operative Exchange. Butler and Miller soon found themselves at odds.

At the Institute this year, Charley Holman made his comeback. During a discussion of the Institute's future program, Holman blandly said that when commercial public relations (meaning Miller) are eliminated from the Institute, the milk producers would be glad to come back in—with plenty of money. Next day Miller was out.

The Miller-Holman feud is more than just a private fight. The outcome means a general tightening of farmers' ranks in Washington, with the way clear for the milk producers to work again with the Co-op Council.

One other thing was apparent at Amherst—the Northeast co-ops, rich both in man power and money, are becoming a bigger force in U. S. farm policy making. The GLF, New York's Dairymen's League, the Eastern States Farmers Exchange, the Northeast Farm Foundation, and Cornell University, all swing a big stick.

Corn Need Nitrogen? Here's the Easy Test

A plain, white powder called "nitrate testing powder" may mean bigger corn crops for you. With it you can make quick, easy tests right in the field to find out whether your corn is getting enough nitrogen.

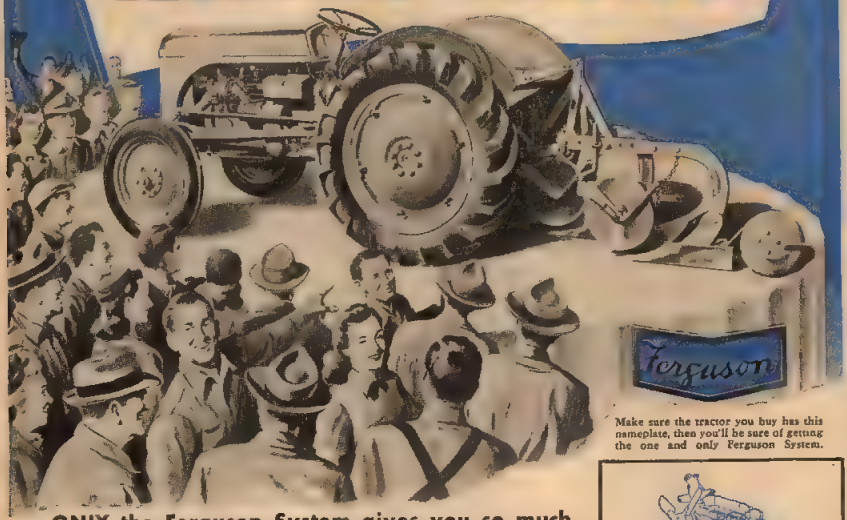
All you do is cut a notch in the lower part of the corn stalk, dust some powder in. If the powder turns pink or red, your corn is getting enough nitro-

Negro 4-H'ers Camp

For years, white 4-H club members have had a national camp in Washington, D. C. Last month 82 representatives of the 300,000 colored 4-H'ers held their first regional camp in Baton Rouge, La. Here Margaret Young of Texas and Clarence Blair Jr., of Tennessee, award a plaque to David Kellum, Chicago editor, one of three Negroes to be honored for "outstanding service" to colored 4-H club members.

An even Greater Farming Machine...

The new FERGUSON TRACTOR



Make sure the tractor you buy has this nameplate, then you'll be sure of getting the one and only Ferguson System.

ONLY the Ferguson System gives you so much for EASIER, SAFER, LOWER-COST farming

Don't fail to see the new Ferguson Tractor at your very first opportunity! It's a great new farming machine, with the one and only Ferguson System, *plus* many new high-performance features.

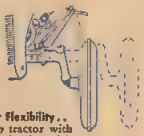
There's *more power* to give you that extra pull for the tough spots, and *four forward speeds. Greater economy* comes with the special design valve-in-head engine that's a regular miser on fuel.

There's *greater safety* with automatic hydraulic overload protection, and brakes that work from a single pedal to stop tractor quickly with no side pull, *plus* individual turning brakes. New tip-up hood makes engine and accessories instantly accessible.

Above all there's the proved Ferguson System with its 3-point, one-minute implement attachment and built-in hydraulic control that "thinks" for itself. It's the *only* System that gives you completely automatic hydraulic overload protection, to protect operator, implement and tractor if the implement strikes a hidden obstruction.

You can easily prove to your own satisfaction that the new Ferguson Tractor is unbeatable for safer, easier, lower-cost farming! Just ask your Ferguson Tractor Dealer for a free demonstration!

Greater Economy, with fuel-miser Continental valve-in-head engine that combines with the Ferguson System to give you even more work from a gallon of fuel.



Greater Flexibility.. the *only* tractor with front wheel width adjustable for different row widths, without the bother of adjusting the steering linkage to maintain wheel alignment!

FERGUSON TRACTOR
AND FERGUSON SYSTEM IMPLEMENTS

Harry Ferguson, Inc., 3639 E. Milwaukee Ave., Detroit 11, Michigan

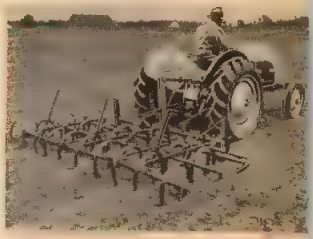
Copyright 1948, Harry Ferguson, Inc.

Ford

TRACTOR

Makes Quick Work of These Fall Jobs

PLOWING—Dearborn Plows are available in many types and sizes. Short-coupled, fully mounted on the quick turning Ford Tractor and managed by Hydraulic Touch Control, they do the kind of plowing you'll like.



SPRING TOOTH HARROWING—Dearborn Spring Tooth Harrows with 3 or 2-sections are lifted by Hydraulic Touch Control for quick easy turning and transport. Fine for making seed beds in stony or root-filled soil and for lifting weeds in any plowed land.

FALL IS A BUSY TIME. There's no breathing spell between harvesting crops and seeding winter grains. Often, too, grain stubble has to be fallowed. Before winter sets in, a lot of work needs doing. So . . .

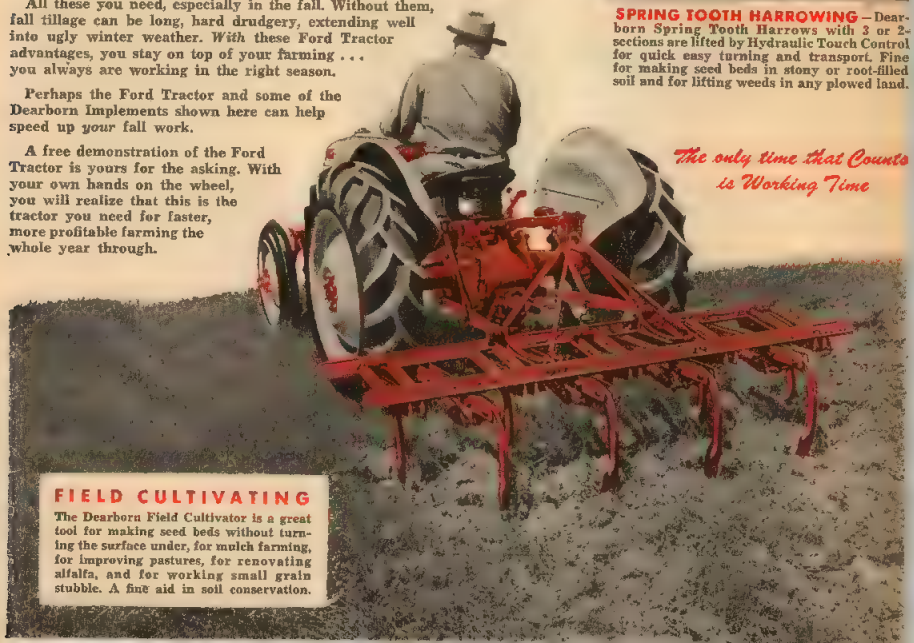
Fall calls for a busy tractor. To say it better, fall calls for a Ford Tractor. It gives you the speed you need . . . the easy handling . . . the quick changing of implements . . . Ford Hydraulic Touch Control . . . and that great new Ford feature, Implement Position Control.

All these you need, especially in the fall. Without them, fall tillage can be long, hard drudgery, extending well into ugly winter weather. *With* these Ford Tractor advantages, you stay on top of your farming . . . you always are working in the right season.

Perhaps the Ford Tractor and some of the Dearborn Implements shown here can help speed up *your* fall work.

A free demonstration of the Ford Tractor is yours for the asking. With your own hands on the wheel, you will realize that this is the tractor you need for faster, more profitable farming the whole year through.

The only time that Counts is Working Time



FIELD CULTIVATING

The Dearborn Field Cultivator is a great tool for making seed beds without turning the surface under, for mulch farming, for improving pastures, for renovating alfalfa, and for working small grain stubble. A fine aid in soil conservation.

Ford

TRACTOR

RIGHT FOR CULTIVATING

. . . Ready for other jobs in a hurry!

SOME PEOPLE SAY, "cultivating is an easy job." But if you have to spend the better part of a day bolting a cultivator onto old-fashioned power equipment, skinning-up your knuckles in the process, you might not quite agree. Not about that part of the job, anyway.

And at the end of a long day of cultivating, perhaps you don't feel you've been working at an "easy job," either. Not if you have pulled on long heavy levers tens of dozens of times . . . and "threaded" thousands of plants one-by-one between the shovels . . . and sat in a cramped position, constantly alert to keep from tearing out or covering up the corn or cotton. The fact is cultivating can be the most tedious task on the farm.

What a difference when you cultivate with the Ford Tractor and a Dearborn Rear-Attached Cultivator!

First of all you can attach this cultivator to the Ford Tractor in 60 seconds or less! No bolts and nuts to fuss with, no parts to get mislaid over the winter. No cumbersome cylinders to mount, no hose lines or leaky couplings to bother with.

You merely move the Ford Tractor's Hydraulic Touch Control Lever to lower the cultivator to the depth you want it to work, or to raise it on the turns. As you make your way down the field you look forward where your cultivator is going to be, not down at the row under the tractor. Thus, you are always ahead of the game; ready—long before you get there—for a bend in the rows, an obstruction, a sticky spot, or a hard spot. You can *really* look forward because the Dearborn Rear-Attached Cultivator accurately follows the crop rows.

Yes, there's a brand new cultivating experience awaiting you. To get it, right on your farm, just ask your Ford Tractor dealer for a demonstration.

The only time that counts is Working Time

The "QUEEN FLEET"

A NEW, SWIFT-SELLING TRI-STATE PACKAGE!

Sturdy, All-Plastic, Watertight Construction

TRI STATE TOYS

INCLUDES

SURF-QUEEN

A fast, action-loaded speedboat. Propeller-driven. Sleek, snappy design. Deck and hull in bright, permanent, contrasting colors. 7 inches long. Factory tested.

INCLUDES

JET-QUEEN

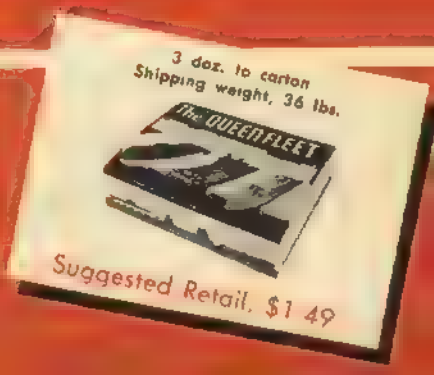
New, improved jet-action speedboat complete with a generous supply of powerful, propellant tablets. Scoots about tub or pond like magic! Deck and hull in bright, contrasting colors. 7 inches long. Harmless! No fire or flame.

Extra packages of jet-charges available to retail at 10¢.

INCLUDES

PADDLE-QUEEN

The authentic, *amphibious* river boat model. IN and OUT of water she runs along propelled by the churning stern wheel. Engineered in detail, the "PADDLE QUEEN" even provides a deck for stowing "cargo". Six inches long. Hand painted.



TRI-STATE PLASTIC MOLDING CO.

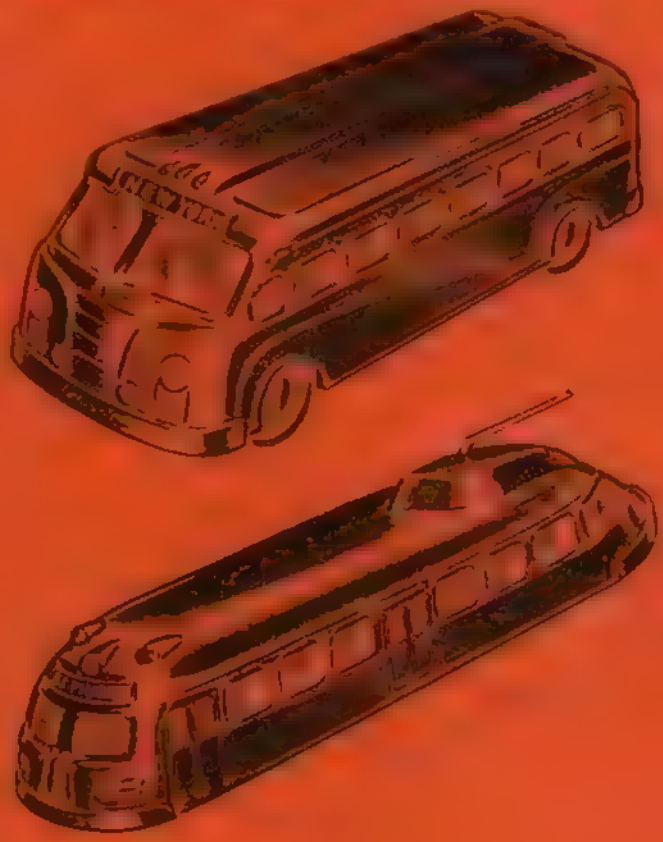
HENDERSON, KENTUCKY New York Offices, 12 E. 41st St. Murray Hill 3-5572

See The "QUEEN FLEET" at the Toy Fair . . . Room 436, Hotel McAlpin

TRI STATE TOYS

The Most Popular Place in Toy Town!

"CITY DEPOT"



The New, TRI-STATE, Streamlined BUS and TROLLEY CAR

Bound to be sensational! A super-streamlined bus and a dandy, sleek-looking trolley car with a newly developed, power-packed motor in an interchangeable chassis. Motor can be mounted in either bus or trolley car in two seconds. Bright, tough, all-plastic construction.

In appropriate, 2-color "depot" box. Suggested retail, **1.49**

BUSINESS IS FINE—WITH THE TRI-STATE LINE!

Lucky Babe FEEDING DISH
Every child's favorite dinner plate. Molded in elephant shape. Hand painted. Retail **1.**

ANIMAL PARADE
6 perky little plastic animals attractively boxed. Retail, **.49** set

Sweetheart PICTURE FRAMES
Easel back. In assorted styles and colors. For pictures and snap shots up to 1¾ x 1½". Retail **.10**

Luminescent PIN-UP GIRLS
Glow in the dark. Mounted on appropriately designed plaques. Retail **.25**

MEET US AT THE FAIR . . . ROOM 436, HOTEL McALPIN

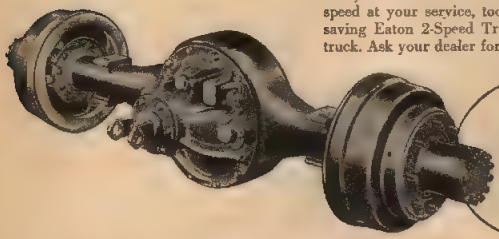
TRI-STATE PLASTIC MOLDING CO.

HENDERSON, KENTUCKY: New York Offices: 12-2 41st St., Murray, Hill 2-0572

Melons... or machinery

any load is hauled quicker, easier and at lower cost with an EATON 2-speed axle

● No matter what you have to haul, your truck will do the job easier, quicker and at lower cost with an Eaton 2-Speed Truck Axle. The low low speed of an Eaton 2-Speed Truck Axle gives you extra power for tough hauling jobs. But when you're in a hurry or for smooth running on the level, there's a fast high speed at your service, too. Money-saving, time-saving, labor-saving Eaton 2-Speed Truck Axles are built to outlast your truck. Ask your dealer for further information.



EATON

EATON MANUFACTURING COMPANY, CLEVELAND, OHIO

2-SPEED *Truck* AXLE

MORE THAN A MILLION IN TRUCKS TODAY

Trust to trucks to deliver the goods

Other EATON *Products:*

Sodium Cooled Valves • Poppet Valves • Tappets • Hydraulic Valve Lifters • Valve Seat Inserts • Permanent Mold Gray Iron Castings • Motor Truck Axles • Spring Lock Washers Automotive Heater-Defroster Units • Snap Rings • Cold Drawn Wire • Stampings • Leaf and Coil Springs • Dynamatic Variable Speed Drives • Magnefluid Clutch • Rotor Pumps

Compare New DODGE "Job-Rated" TRUCKS feature for feature!

Read this 10 Point Comparison

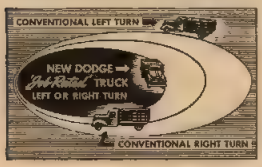
(Dodge Model F-152; 14,500 pounds Gross Vehicle Weight—Comparable Competitive Models.)

FEATURES AND ADVANTAGES	DODGE "Job-Rated" TRUCK	TRUCK "A"	TRUCK "B"	TRUCK "C"	TRUCK "D"
Wheelbase	152 in.	161 in.	158 in.	158 in.	161 in.
Cab-to-Axle—to take 12-foot body	84 in.	94 in.	84.06 in.	84 in.	84 in.
Wide-Tread Front Axles (shorter turning—more stability)	62 in.	56 in.	60.63 in.	56½ in.	56 in.
Modern "Cross-Type" Steering	Yes	No	No	No	No
Turning Diameter * —Left —Right	50½ ft. 50½ ft.	61½ ft. 61½ ft.	60½ ft. 54½ ft.	54½ ft. 54½ ft.	56½ ft. 56½ ft.
Maximum Horsepower	100	98	100	92	100
Total Spring Length (Front and Rear "Cushioned Ride") †	194 in.	177½ in.	162 in.	178 in.	192 in.
Cab Seat Width (Measure of Roominess) ‡	57½ in.	52½ in.	51½ in.	47½ in.	52½ in.
Windshield Glass Area ▲	901 sq. in.	713 sq. in.	638 sq. in.	546 sq. in.	712 sq. in.
Vent Wings plus Rear Quarter Windows	Yes	No	No	No	No

* To outside of tire (cab clearance.) Computed from data based on tests or computations obtained from usually reliable sources. † All four springs. ‡ Measured from production models. ▲ Computed from width and depth measurements; no allowance for contours.

Better Weight Distribution... Easier Handling... Shorter Turning Diameters

You can turn these new Dodge *"Job-Rated"* trucks in much smaller circles, both right and left. You can back through farm gates, or maneuver in barnyards with much greater ease. This is due to a new type "cross-steering," shorter wheelbases, and wide tread front axles.



Front axles have been moved back, engines forward, placing more load on the front axle. While cab-to-axle dimensions are the same, wheelbases are shorter, giving better weight distribution, and increased payload.

This new weight distribution, combined with longer springs, and "Air-O-Ride" seats, produces a marvelous new "cushioned ride."

lights on in his hog house from 10 to 11:30 p.m., and from 2 to 3:30 a.m. every night this summer. His 107 pigs gained an average of 1.45 lbs. a day from July 1 to September 2. They ate only 2.75 lbs. of feed for every pound of gain.

Holford Quiggs, a good hog man in Indiana, says lights let him carry 30% to 40% more hogs with the same feeders and waterers in his winter shed. The hogs eat at night; don't fight for the feeders in the daytime.

Charlie Maas, one of the best hog raisers in Wisconsin, leaves lights on over his self-feeders. He says the pigs keep the feeder doors banging all night.

So far as *Farm Journal* knows, no colleges have tested night feeding. Some farmers say hogs eat on moonlit summer nights anyway. What do you think? Has anybody else tried the scheme?

Ideas for Temporary Corn Storage

Get your materials now—they're scarce. If you might hold your corn more than a year, build a semi-permanent or permanent crib. (See September *Farm Journal*, page 48, for a plan).

Allow for *plenty of ventilation.* Check the best width with your County Agent. In wide cribs use ventilating flues.

Build floors at least six inches off the ground; 12 to 15 inches is better. You can lay a good floor on concrete blocks, or use the blocks alone.

Put in elevator hatches for filling, hatches or a shelling trench for taking out corn.

If you're going to store corn into next spring, make the roof water-tight. Use roll roofing, corrugated metal, or reinforced, waterproof paper. Your County Agent has plans. In round cribs, pile corn into a ridge. Makes roofing easier.

If you store corn in driveways, build an air channel at least a foot wide on each side of the drive. Use snow fence, woven wire and posts, or slats. Then see that *plenty of air* circulates.

Delay picking if possible. Let corn dry in the field. Pick the dryest corn first. Store the first corn you pick in the narrowest cribs. Distribute the corn evenly around the crib.

Subscription Rate Going Up

Much against our will, increasing costs of paper, printing, and everything else, will force us to raise the subscription price of *Farm Journal* to $1 a year.

New and renewal subscriptions sent promptly will be accepted at the present rate of 2 years for $1 and 5 years for $2.

Dept. REN, Farm Journal, Philadelphia 5.

THREE-QUARTER-TON 8 FT. PICK-UP

Announcing new

1949 STUDEBAKER TRUCKS

America's newest and finest!

AMERICA'S first 1949 motor trucks are here! They're handsome, rugged, superbly powered, brilliantly engineered new Studebakers!

Yes, Studebaker, first by far with a postwar car, now paces transportation progress still more . . . revolutionizes motor truck design and performance!

These new 1949 Studebaker trucks are outstanding in postwar features that you haven't seen before!

They're America's first trucks with an exclusive new kind of "lift-the-hood" accessibility!

Their cabs have astonishing new spaciousness — undreamed of new comfort — amazing new visibility!

This Studebaker super line for '49 is in full production right now, in a huge modern plant with every advanced facility for truck manufacture! More models than Studebaker ever offered before! An impressive variety of sizes and wheelbases!

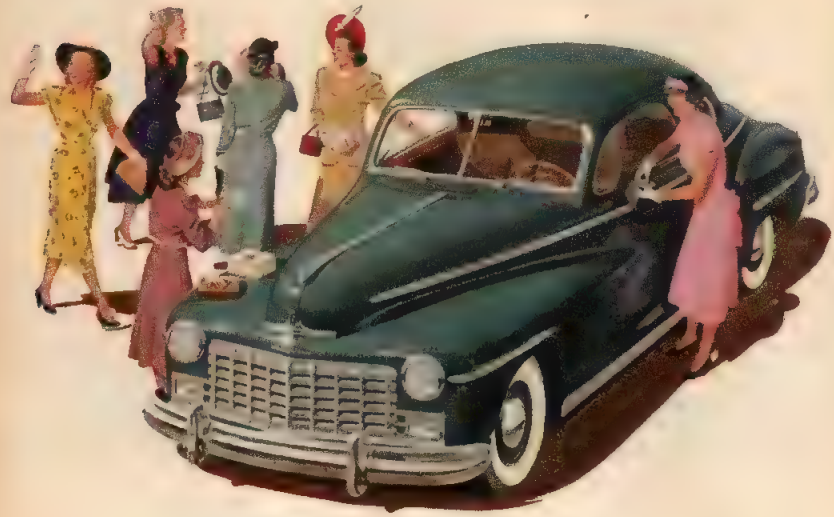
Go to a Studebaker showroom for a close-up look at these sensational new 1949 trucks — they're the nation's postwar pace-setters in low-cost hauling!

HALF-TON 6½ FT. PICK-UP

ONE TON 9 FT. STAKE

1½-TON SHOWN WITH 12 FT. CLOSED VAN

2-TON SHOWN WITH 2½-3 CU. YARD DUMP



MULTITUDE OF HUSBANDS

A multitude of Dodge owning husbands make this almost unanimous complaint,—"our wives take our cars."

This situation is, of course, being somewhat corrected as women by the thousands come into their own,—Dodges all their own.

It is every-woman's car as half a million husbands know . . .

It is all-fluid-driven for her ease and comfort. Its brakes are extra-powered for her security. Its style and trim are as rich and fine as her own good taste, as half a million husbands also know.

Dodge

SMOOTHEST CAR "AFLOAT"

Lowest Priced Car with Fluid Drive

Compare NEW DODGE "Job-Rated" TRUCKS feature for feature!

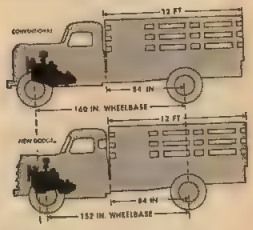
Read this 10 Point Comparison

(Dodge Model F-152; 14,500 pounds Gross Vehicle Weight—and Comparable Competitive Models.)

FEATURES AND ADVANTAGES	DODGE "Job-Rated" TRUCK	TRUCK "A"	TRUCK "B"	TRUCK "C"	TRUCK "D"
Wheelbase	152 in.	161 in.	158 in.	159 in.	161 in.
Cab-to-Axle—to take 12-foot body	84 in.	84 in.	84.06 in.	84 in.	84 in.
Wide-Tread Front Axles (shorter turning—more stability)	62 in.	58 in.	60.03 in.	58⅝ in.	58 in.
Modern "Cross-Type" Steering	Yes	No	No	No	No
Turning Diameter * —Left —Right	50½ ft. 50½ ft.	61½ ft. 61½ ft.	60½ ft. 54½ ft.	54½ ft. 54½ ft.	60½ ft. 54½ ft.
Maximum Horsepower	109	93	108	93	100
Total Spring Length (Front and Rear "Cushioned Ride") †	194 in.	171¼ in.	162 in.	178 in.	182 in.
Cab Seat Width (Measure of Roominess) ‡	57¼ in.	52¼ in.	51½ in.	47½ in.	52¼ in.
Windshield Glass Area ▲	901 sq. in.	713 sq. in.	838 sq. in.	945 sq. in.	713 sq. in.
Vent Wings plus Rear Quarter Windows	Yes	No	No	No	No

* To outside of tire (turb clearance.) § Computed from data based on tests or computations obtained from usually reliable sources. † All four springs. ‡ Measured from production models ▲ Computed from width and depth measurements; no allowance for contours.

Better Weight Distribution Easier Handling Shorter Turning Diameters



Front axles have been moved back, engines forward, placing more load on the front axle. While cab-to-axle dimensions are the same, wheelbases are shorter, giving better weight distribution, and increased payload.

This new weight distribution, combined with longer springs, produces a marvelous new "cushioned-ride." You get

still more comfort from new "Air-O-Ride" seats, with their easily controllable "cushion of air."

You can turn in much smaller circles, both right and left—you can back through farm gates or maneuver in barnyards with greater ease—because of new type "cross-steering," shorter wheelbases, and wide tread front axles.

1—PLENTY OF HEADROOM.
2—STEERING WHEEL . . . right in the driver's lap.
3—NATURAL BACK SUPPORT . . . adjustable for maximum comfort.
4—PROPER LEG SUPPORT . . . under the knees where you need it.
5—CHAIR-HEIGHT SEATS . . . just like you have at home.
6—7-INCH SEAT ADJUSTMENT . . . with safe, convenient hand control.
7—[illegible] . . . adjustable to

In All, 248 Different "Job-Rated" Chassis and Body Models
Up to 23,000 Lbs. G.V.W.
Up to 40,000 Lbs. G.T.W.

DEPT. 2

DOUBLE BIT UNHANDLED AND HANDLED AXES

TRUE TEMPER KELLY HAND MADE — STRAW COLOR FINISH

FULL GROUND — STAMPED AND WHITE FILLED

Forged from highest grade axe steel, normalized and tempered by most modern methods. TRUE TEMPER hand made brand is your assurance of superior quality. Straw Color Finish is outstanding in beauty and service. Handled axes are factory fitted assuring perfect hang and balance.

CALIFORNIA REVERSIBLE PATTERN

Wt. head, lbs.	3½	4	4½
Width cut, in.	5	5⅛	5¼
Lgth head, in	10	10¼	10½
Wdth. at eye, in.	3⅛	3¼	3⅜
Advance over base	Base	$2.40	$4.80

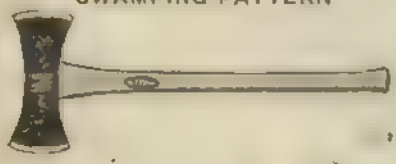
No.	Handle	Base per doz.
31	Unhandled	$52.80
31-F	36 in. Fire Hardened	72.00
31-H	36 in. Perfect	72.00

PACIFIC COAST FALLING PATTERN

Wt head, lbs	4	4½
Width cut, in	3⅜	3½
Lgth. head, in.	13	13½
Wdth at eye in	2¾	2¾
Advance over base	$2.40	$4.80

No.	Handle	Base per doz
32	Unhandled	$55.20
32-F	36 in Fire Hardened	75.60
32-H	36 in. Perfect	75.60

SWAMPING PATTERN



Wt. head, lbs	3½	4	4½
Width cut, in.	4⅛	4⅝	4¾
Lgth. head, in.	11	11¼	11½
Wdth. at eye, in.	2⅝	2¾	2[illegible]
Advance over base.	Base	$2.40	$4.80

No.	Handle	Base per doz.
34	Unhandled	$52.80
34-F	36 in. Fire Hardened	72.00
34-H	36 in. Perfect	72.00

CRUISER'S AXE

CRUISER OR CEDAR PATTERN

This light weight axe is a favorite with professional woodsmen, surveyors, highway workers, telephone linemen, campers, etc. The heads are perfectly forged. Handles are factory fitted assuring perfect hang and balance. Handled with 28-inch fire hardened hickory handle.

Wt. head, lbs.	2½
Width cut, in.	4⅜
Lgth. head, in.	8¾
Wdth. at eye, in.	2¾
Advance over base	Base

No.	Handle	Base per doz.
250-F	28 in. Fire Hardened	$69.60

SHIPPING WEIGHT PER DOZEN AXES

Wt. head, lbs.	3	3½	4	4½	5	6
Unhandled, lbs.	42	48	54	60	66	78
Handled, lbs.	62	68	74	80	86	98

Unhandled Axes packed one dozen, Handled Axes packed one-half dozen in a case

At the bottom of this page are sketched five patterns of double bit axes. Some of these are not available at the present time. These are Young's Pattern and Humboldt or Redwood Pattern. Production on these two numbers is anticipated later, but delivery date being uncertain, we have been obliged to omit them from the Catalogue page.

DOUBLE BIT AXE PATTERNS

California Reversible — Falling Pattern — Young's Pattern — Swamping Pattern — Humboldt or Redwood Pattern

INFORMATION REGARDING THE CARE AND GRINDING OF AXES

and other information

Circularized and endorsed by all of the principal Axe Manufacturers.

CORRECT GRINDING IS IMPORTANT

Ease and efficiency in use and length of service are increased through proper grinding.

Axes will not be replaced if improperly re-ground

Careless grinding will ruin any axe by either destroying the temper through heat caused by friction, or by making the edge so thin it will not stand up under the force of a swinging blow.

DO NOT USE A HIGH SPEED DRY GRINDING WHEEL

An Axe ground on a dry wheel will surely be ruined

GRIND SLOWLY ON A WHEEL KEPT VERY WET

The temper of the very edge of it possibly for a thirty-second or sixteenth of an inch back from the edge is EASILY drawn or MADE SOFT IN RE-GRINDING

The axes of all standard Manufacturers are as THIN as they should be—proper gauge—when shipped from the factory.

When Re-grinding, start to grind from two to three inches back from the cutting edge and grind to about one-half inch from edge

Work for fan-shape effect; leaving reinforcement at corners adequate for sufficient strength.

Then "roll off" a convex bevel as shown in this cross-section illustration of an axe bit. This illustration is exact gauge "life size" and shape of PROPERLY GROUND CUTTING EDGE.

This shows the most FREQUENT MISTAKE IN RE-GRINDING.

It is ground CONCAVE, the wrong way—leaving insufficient support—behind the edge—to withstand any ordinary blow. IT WILL BREAK VERY EASILY.

This shows the cutting edge ground with a long straight bevel; better than the concave bevel next above, but still without sufficient reinforcement back of the edge Follow instructions Observe the cross-section illustration (3rd above). "Roll-off" a CONVEX bevel for a PROPERLY GROUND CUTTING EDGE and your axe will give more service and GREATER SATISFACTION.

Printed in U.S.A.

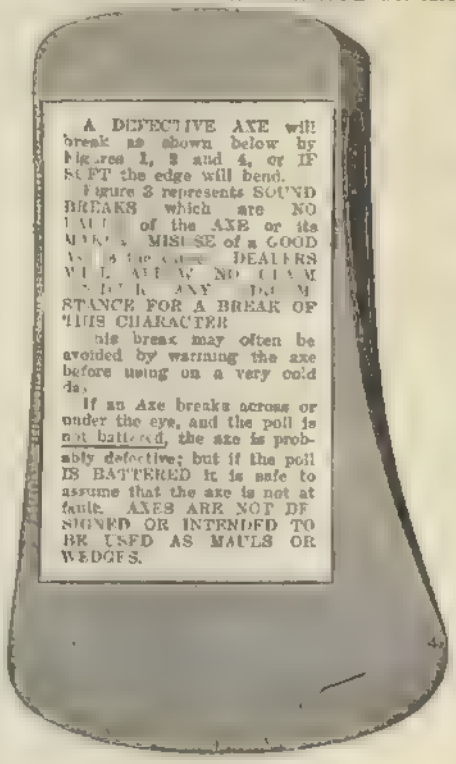
SOME COMMON ABUSES

An Axe is not intended for use as a WEDGE or as a MAUL. Anyone so using an axe automatically assumes responsibility for ruining it.

In Cold Weather warm the axe slightly before using. Cold crystallizes steel.

Any axe with frost in it is brittle and will break with a very slight blow.

WARRANTY ON AXES



No Claims for defective axes will be entertained except which are allowed us by the factory.

Defective Axes must be returned to us with freight or express charges prepaid.

The most frequent sources of complaint or claim for replacement are caused by breaks from glancing blows by inexperienced or careless users. Corners broken off in prying the axe loose without sufficient care when the axe binds in the wood. Axes ruined by improper regrinding on high speed, dry wheels, and with the cutting edges ground as thin as the blade of a small pocket knife. Heads battered and eyes bulged, due to the axe being used as a sledge hammer or wedge

If there is no defect, the break will always be crescent shaped, i.e., segment of a circle and the color of a fresh break will be about the color of frosted silver; such a break is not subject for credit adjustment. A flaw-break will be angular, straight, or irregular; the color will be dark, or the grain of the steel will be coarse.

The dealer or salesman can surely recognize abuse when an axe is presented under claim. If it has been used as a maul or wedge, the head is usually battered and the eye bulged. Sometimes only one of the two indications appear, other times both. In a double bit where it has been used sideways for striking, it will be out of shape and frequently the eye broken. When an axe is presented showing more than one break (we frequently have them returned with four or five) usually a large break off the corner and either one or two large breaks in the bit and several small breaks. In such cases, the first break was probably accidental; a glancing blow hit against a stone or some such similar cause which would break any good axe. The axe being unserviceable after the first break, only the user could explain the other breaks and he could not explain them satisfactorily enough to receive credit or a new axe from the factory.

Why do Axe & Tool Works decline to sell any axes warranted? Because experience has shown that to warrant an axe is the initial step to a trail of trouble, misunderstanding, dissatisfaction, contention, imposition and ill feeling. A warrant is honestly regarded by many as meaning that the axe cannot be injured or worn out; that it cannot be broken, nor the temper ruined by improper grinding.

DUNHAM, CARRIGAN & HAYDEN CO.
SAN FRANCISCO

HUNTING AND SCOUT HATCHETS

ESTWING

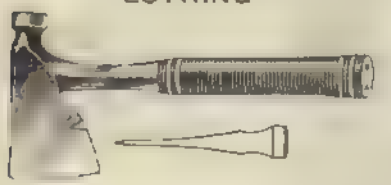
Velvet black finish. Thin, easy cutting, easy sharpening blade, nail-puller. Finest tempered. Complete with sheath.

No.	Length	Width cut	Wt. per doz.	Per doz
E-24A	13½ in.	3¾ in.	20 lbs.	△$45.00

One-third dozen in a box

CARPENTERS' HATCHETS

ESTWING



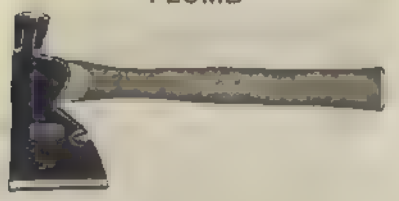
Velvet black finish Thin, easy cutting, easy sharpening blade, with nail puller

No.	Width cut	Wt. per doz.	Per doz
E-2H	3⅝ in.	25 lbs. . . .	△$42.00

One-third dozen in a box

HALF HATCHETS

PLUMB



One-piece special analysis steel, rustless black finish. Eye cannot buckle or split open. Take-up wedge. Handle of well seasoned, second growth hickory, shaped for perfect balance.

No.	Width cut	Wt. per doz.	Per doz
2962	3½ in.	25 lbs. . .	$45.40

One-third dozen in a box

BROAD HATCHETS

True Temper

KELLY HAND MADE

Forged from highest quality hatchet steel, normalized and tempered straw color finish. Blades are forged with thick centers tapering toward edges. Honed single bevel cutting edge. Handle of high grade extra selected hickory, carefully driven and securely wedged

No.	Width cut	Wt. per doz.	Per doz.
232	4½ in.	38 lbs.	$50.40
234	5½ in.	46 lbs.	60.00

One-third dozen in a box

PLUMB

Forged from one-piece special analysis steel, heat treated and double tempered, rustless black finish. Handle of second growth hickory, stained red, with Plumb's take-up wedge.

No.	Width cut	Wt. per doz.	Per doz
2992	4½ in.	32 lbs.	$50.40
2994	5½ in.	44 lbs.	60.00

One-half dozen in a box

SUNSET

Forged from high grade steel, ebony black finish. Polished single bevel cutting edge. No. 1 hickory handles

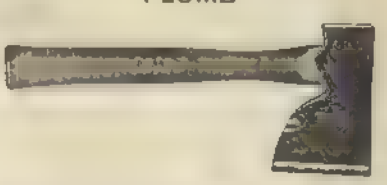
No.	Width cut	Wt. per doz.	Per doz.
2	4½ in.	38 lbs.	$40.80

One-half dozen in a box

△ Factory Lists

FLOORING HATCHETS

PLUMB



Forged from one-piece special analysis steel, heat treated and double tempered, rustless black finish. Second growth hickory handles, stained red. Plumb's take-up wedge.

No.	Width cut	Wt. per doz.	Per doz.
2985	3¾ in.	28 lbs.	$50.40

One-third dozen in a box

ESTWING

Velvet black finish. Thin, easy cutting, easy sharpening blade, nail puller. Single bevel

No	Width cut	Wt. per doz.	Per doz
F-2H	3¾ in.	26 lbs.	△$39.00

One-third dozen in a box

CLAW HATCHETS

PLUMB

Forged from one-piece special analysis steel, heat treated and double tempered, rustless black finish. Second growth hickory handles, stained red. Plumb's take-up wedge keeps handles tight.

No.	Width cut	Wt. per doz.	Per doz.
2972	4 in.	31 lbs.	$50.00

One-third dozen in a box

KELLY

Made from forged high grade steel. Ebony finish. Polished cutting edges. No. 1 hickory handles

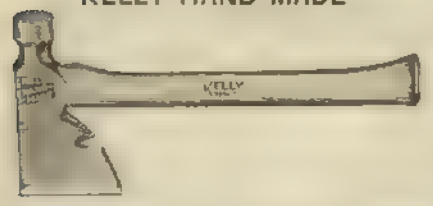
No.	Width cut	Wt. per doz.	Per doz.
2	3¾ in.	28 lbs.	$50.00

One-half dozen in a box

RIG BUILDERS' AND DERRICK HATCHETS

TRUE TEMPER

KELLY HAND MADE



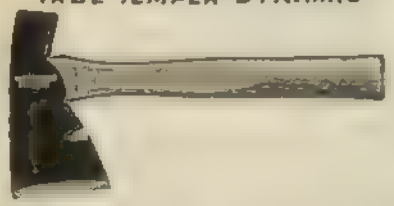
Forged from highest quality hatchet steel, normalized and tempered, straw color finish. Full ground blade, forged with thick center tapering toward edges. Special shaped 18-inch hickory handle, with knob on end.

No.	Width cut	Wt. per doz.	Per doz.
62-R	3⅝ in.	33 lbs.	$55.20

One-third dozen in a box

ALL PURPOSE HATCHETS

TRUE TEMPER DYNAMIC



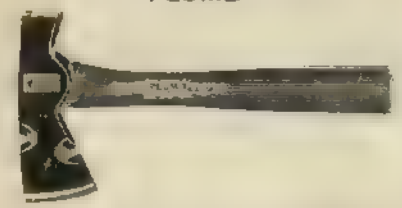
Weight is centered in head, giving perfect balance and increases power of cutting and driving. Thin, keen, deep blade. First quality hickory handle.

No.	Length	Width cut	Wt. per doz.	Per doz
D.H.	13 in.	3⅝ in.	22 lbs.	$45.40

One-sixth dozen in a box

PRODUCE HATCHETS

PLUMB



Checkered head. Ground black head and second growth hickory handle with red finish.

No.	Length handle	Width cut	Wt. per doz.	Per doz.
3005	12 in.	2½ in.	15 lbs.	$44.00

One-third dozen in a box

BARRELING HATCHETS

Same as No. 3005, except has no outside notch.

No.	Length handle	Width cut	Wt. per doz.	Per doz.
635	12 in.	2½ in.	15 lbs.	$44.00

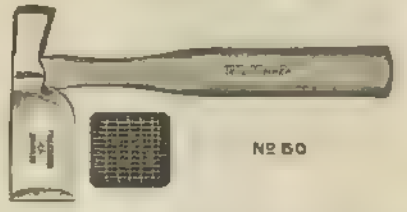
One-third dozen in a box

LATH HATCHETS

TRUE TEMPER

GENUINE UNDERHILL

CALIFORNIA PATTERN



Forged from highest quality selected hatchet steel, full polish finish. Handles are 13-inch second growth clear hickory with slender oval neck. Heads are carefully milled and hardened, 12 rows, 144 points.

No.	Width cut	Wt. per doz.	Per doz
60	2½ in.	27 lbs.	$64.80

One-third dozen in a box

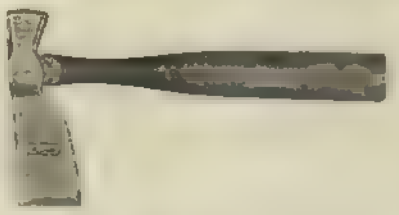
Same as No. 60, except has slot.

No.	Width cut	Wt. per doz.	Per doz.
60-S	2½ in.	27 lbs.	$64.80

One-third dozen in a box

PLUMB

UNDERHILL CALIFORNIA PATTERN



Forged from high grade steel, with full polished head. Blade extremely thin and keen, stays sharp. Hardened checkered head, 12 rows of milled teeth, give maximum tooth life. Selected hickory handle. Length overall, 12½ inches.

No.	Width cut	Wt. per doz.	Per doz.
3025	2½ in.	18 lbs.	$65.60

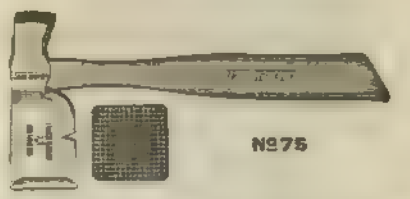
One-third dozen in a box

BOX HATCHETS

TRUE TEMPER

GENUINE UNDERHILL

CLARK PATTERN



Forged from highest quality selected hatchet steel, full polish finish. Handles are 13-inch second growth clear hickory with slender oval neck. Heads are carefully milled and hardened, 12 rows, 144 points.

No.	Width cut	Wt. per doz.	Per doz
75	2½ in.	27 lbs	$64.80

One-third dozen in a box

PLUMB

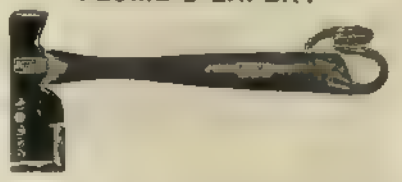
Forged from one-piece special analysis steel, heat treated and double tempered, cannon black finish. Full polished oval heads. Second growth hickory handles. 144 points.

No.	Length handle	Width cut	Wt. per doz.	Per doz.
2	13 in.	2½ in.	20 lbs.	$66.00
3	16 in.	2¼ in.	24 lbs	66.00
4	13 in.	2¼ in.	21 lbs.	66.00

One-half dozen in a carton

SHINGLING HATCHETS

PLUMB'S EXPERT



Forged from special tool steel, heat treated and tempered, rustless black finish. Special shingle gauge and leather strap. Inner side of blade sharpened to use as drawknife. Handles stained red.

No.	Width cut	Wt. per doz.	Per doz.
565½	2½ in.	22 lbs.	$70.40

One-third dozen in a box

GAUGES ONLY

No.	Wt. per doz.	Per doz
565-G	½ lb.	$4.00

One dozen in a box

DEPT 2

HOW THEY ARE MADE AND WHY TRUE TEMPER KELLY HAND MADE AXES ARE BETTER

Forged, high grade steel.

The blade is correctly shaped and proportioned to easily enter the wood, burst the chip and come clear without wedging or binding.

The steel used is made specially for them from a formula of definite chemical analysis worked out through years of experience and expert scientific tests, as the **best for use in axes.**

The steel comes to the factory in bars which are cut into pieces of proper size for different weights of axes.

But before being cut, specimen pieces are taken from the bar. These specimens are tempered for trial and MUST PASS RIGID TESTS FOR TOUGHNESS AND STRENGTH. **Should one fail the test, that bar is rejected and not used for axes.**

In forging the poll the eye is formed—taper eye—larger on the wedging side, so that, when wedged, the axe will not fly off from the handle.

In the second operation the polls go the the "Bit Drawers" who skillfully hammer the blade to approximate pattern or shape, during which operation the steel is refined i.e., the heat-expanded particles which expose the steel are crushed under the rapid blows of the trip hammer and are mashed together into a more compact **finer, tougher structure.**

When the "Bit Drawer" has finished, the axe is a rough forging and is then re-heated and placed in a die under a powerful drop hammer which shapes it, true and perfect; exact as to pattern outline and proportions, —graduated thickness etc with the excess metal squeezed to the edges in the form of thin fins or flashes which **are next cut off and the edges smoothed on giant grindstones.**

Following the final forging comes one of the most important and very modern operations through the medium of our new NORMALIZING FURNACE. This is a heat-treating operation which eliminates any forging strains, stresses and inequalities in the steel; restores the original structure and permits perfect, even temper—otherwise **impossible**

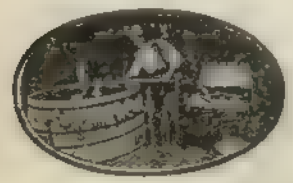
After grinding comes rough-polishing; and the axe is then ready for THE IMPORTANT OPERATION TEMPERING.

Each operation in the process of making is carefully guarded and inspected the most efficient methods and SKILLED WORKMEN are employed; but ABOVE ALL **ELSE in importance is TEMPER.**

In tempering, uniformity is ABSOLUTELY ESSENTIAL.

The old, more or less uncertain method of tempering with Charcoal, Oil or Gas as fuel have been supplanted in this factory by recently perfected Electric Heating Apparatus automatically controlled; and the TEMPER is UNIFORMLY exact; uniformly **RIGHT; PERFECT.**

The PERFECT TEMPER bit cuts EASILY, rapidly, deep. It holds a KEEN EDGE and does not require frequent grinding and sharpening.



The old method—uncertain. One at a time. Maybe good, maybe not; depending on the man's accuracy of eye and attention.

The new tempering method. Exact—sure. Thirty axes tempered at one time. All perfect temper; thirty or thirty thousand or more; all the same, uniformly RIGHT TEMPER regulated by EXACT, ELECTRIC CONTROL.

AXE DISPLAY STANDS

TRUE TEMPER

A SILENT SALESMAN!

An attractive axe display any dealer will be proud to have in his store.

Frame and legs lock-seam steel tubing — brilliant aluminum finish.

Body heavy steel, lustre black finish.

Takes little floor space, 31-in. wide; 15-in. deep; 43-in. high

Weight, 17 lbs. Shipping weight, 20 lbs.

Stands firmly

A Display of Outstanding Beauty.

MANUFACTURER — DEALER CO-OPERATION

To help every hardware dealer sell TRUE TEMPER Kelly Axes, we offer this handsome display stand to any hardware dealer in the U.S.A. for only the cost of packing and shipping.

We help your dealers by offering this attractive display at a price any can afford to pay.

Do Your Dealers Want To Sell More Axes?

The alert dealer does not need to be "preached to" on the advantages of well displayed merchandise but frequently some items are overlooked and are kept in the back of the store where customers seldom see them. By the use of our Axe Display Stand a few axes are shown in a prominent spot, and Axe Sales Are Sure To Increase!

The best "Booster" for Good Tools is the man who has used them. He TELLS HIS NEIGHBOR

TOOL SECTION

Hardware Dealers and their CUSTOMERS find ADVANTAGE, PROFIT and SATISFACTION in Known-Brands Tools.

The Factory Brand always identifies THE BEST obtainable. The CUSTOMER benefits through DEPENDABLE QUALITY at the RIGHT PRICE.

An additional ADVANTAGE to the DEALER in selling well known brand tools, is the assurance of fair PROFIT, free from irregular competition.

Watch-

TRUMATIC TOYS

- FOR INDOOR OR OUTDOOR PLAY
- HEAVY STEEL CONSTRUCTION
- PACKED IN INDIVIDUAL SHIPPING CARTONS

1945

Nº 100 SAND DIGGER

1946

Nº 200 ROLLER DIGGER

1947

Nº 300 BULLDOZER

1947

Nº 400 ROAD ROLLER

1948

READY SOON

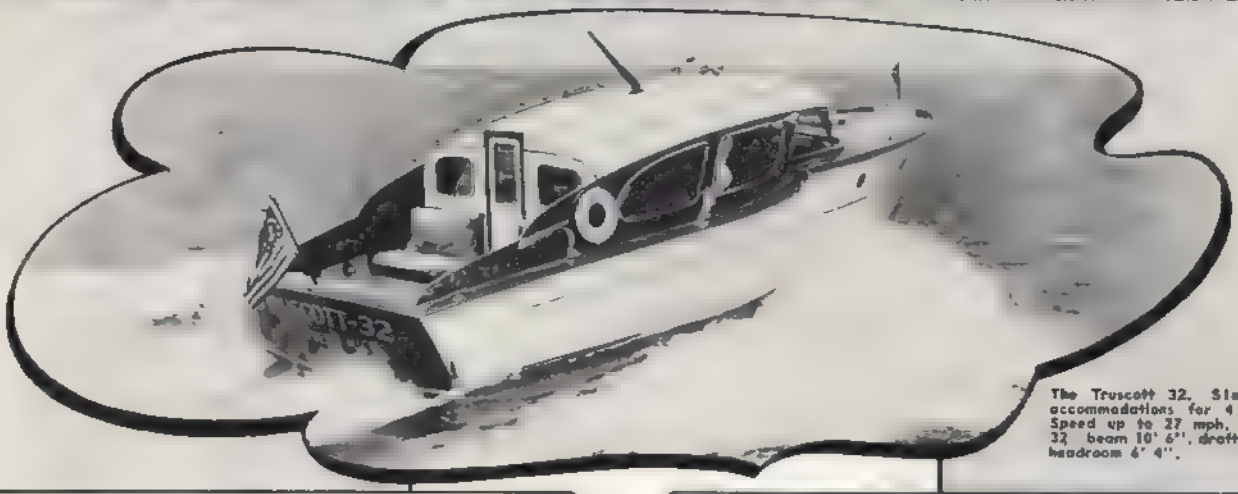
? ? ? ? ?

1948

Made by TRUMATIC TOY COMPANY, MOUNT VERNON, N. Y.

Strauss & Richstone Inc.

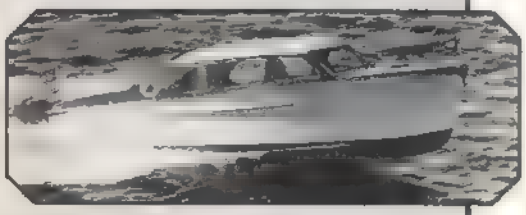
The Truscott Fleet



The Truscott 32. Sleeping accommodations for 4 to 6. Speed up to 27 mph. Length 32' beam 10' 6", draft 2' 4"; headroom 6' 4".

The Truscott 28 Twin Screw Flying Bridge. Sleeping accommodations for 4. Speed up to 32 mph. Length 28' 9"; beam 8' 11"; draft 2' 2", headroom 6' 2"

The Truscott 24 Sedan. Sleeping accommodations for 4. Speed up to 28 mph. Length 24' 6"; beam 7' 8"; draft 1' 11" headroom 6' 1"



The Truscott 28 Sedan. Sleeping accommodations for 4. Speed up to 22 mph. Length 28' 9", beam 8' 11" draft 2' 2", headroom 6' 2".

The Truscott 24 Utility. Seating accommodations for 9. Speed up to 35 mph. Length 24' 6"; beam 7' 8"; draft 1' 10".

The Truscott 24 Express Cruiser. Sleeping accommodations for 2, seating capacity 4 to 6. Speed up to 26 mph. Length 24' 6"; beam 7' 8", draft 1' 10", headroom 5' 4"

The Truscott 18 Utility. Seating accommodations for 6. Speed up to 38 mph. Length 18' 9"; beam 6' 9", draft 1' 8".

The Truscott 19 Runabout. Seating accommodations for 6. Speed up to 38 mph. Length 19' 9"; beam 6' 9", draft 1' 8".

The Truscott 16 Utility. Seating accommodations for 5. Speed up to 35 mph. Length 16' 3"; beam 6'; draft 1' 7½".

The 1948 Truscotteers

We're mighty proud to present the Truscott 1948 Fleet of Cruisers, Runabouts and Utilities. Among them you will surely find the boat that exactly meets your desires and requirements . . .

. . . For you who like week-end jaunts or extended vacation cruises with your family or a group of friends—a Truscott Cruiser will be to your liking. In all sizes we have provided commodious living and sleeping quarters, and lots of locker space for storing the many items so necessary to make living aboard comfortable and pleasant. The large, open cockpit will become your favorite spot for lounging and sunning.

. . . And for those who like flash and speed—the Truscott Runabout or the Utility is the boat for you. Tremendous power places them way out in front when it comes to speed. You'll thrill to the sheer magic of their maneuverability.

And whatever your requirements—all Truscotts are outstanding among boats. They are built to the highest standards of construction for endurance and seaworthiness. Only the finest materials are used—Mahogany hulls over solid oak frames; flawless joiner work beautifully finished to satin-smoothness; gleaming stainless steel trim—all combined to give you a boat in which you will have a lasting pride.

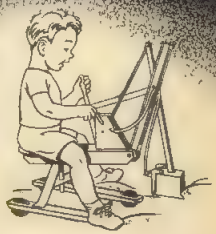
Throughout 63 years of boat building, Truscott has maintained a record of finest quality boats at minimum prices. A wise yachtsman buys a Truscott. See your Truscott dealer for full information or write direct to the factory.

Truscott
BOAT AND DOCK COMPANY
ST. JOSEPH MICHIGAN

REVOLVING ACTION

No. 200 TRU-MATIC Roller DIGGER

AN INDOOR-OUTDOOR TOY
HEAVY STEEL CONSTRUCTION



Packed: Individually in carton. (Semi-assembled)

Minimum Orders: 1 Dozen

Weight Approximately 12 lbs. each

Dimensions: Base 18" x 13" — all over height 27" — length of beam with catch bucket 23½".

Ideal FOR BEACH OR SAND PILE

PATENT PENDING

Direct action — nothing to get out of order! Makes a complete circle — digs and dumps wherever wanted. Hand lever controls beam and depth of digging. Hand crank controls direction of bucket and length of stroke.

Made by TRUMATIC TOY COMPANY, MOUNT VERNON, N. Y.

SOLE REPRESENTATIVES Strauss & Richstone Inc. 500 FIFTH AVENUE NEW YORK 18, N. Y.

No. 300 TRUMATIC COMBINATION BULLDOZER and SNOW PLOW

- FOR INDOOR OR OUTDOOR PLAY
- HEAVY STEEL CONSTRUCTION

- Packed individually in carton.
- Fully assembled.
- Minimum order: 1 doz.
- Weight: approximately 12 lbs
- Length: 21"
- Width: 12"
- Height: 16"
- Height of seat (adjustable) from 11½" to 13½".

New No. 400 ROAD ROLLER

Solid construction, nothing to get out of order.

Direct action steering from handle bar.

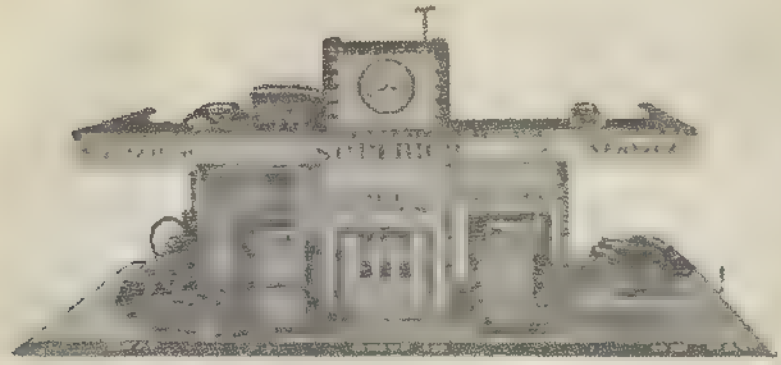
- Packed individually in carton.
- Fully assembled
- Minimum order: 1 doz.
- Weight: Approximately 10 lbs.
- Length: 18"
- Width: 8"
- Height: 16"
- Height of seat (adjustable) from 11½" to 13½".

Made by TRUMATIC TOY COMPANY, MOUNT VERNON, N. Y.

SOLE REPRESENTATIVES: Strauss & Richstone Inc. NEW YORK 10, N. Y.

T. COHN, INCORPORATED

GAS STATION



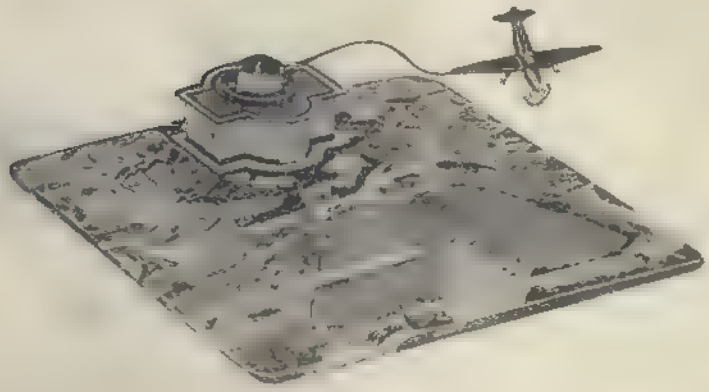
Two story metal and plastic garage with 2 plastic cars, 2 gas tanks, wash rack, car ramp, elevator, and display room. 25 inches long, 10¼ inches high and 16 inches wide.

No.	Wt. each	Each
88	5 lbs.	$7.70

One in a box, Six in a carton

AUTOMATIC TOY COMPANY

AIRPORT FUTURMATIC



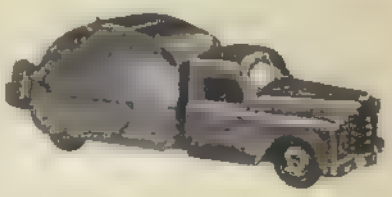
Pilotless plane takes off, loops, banks and lands. All steel construction, embossed and lithographed in full color. Powerful spring motor. Size, 16 inches square.

No.	Wt per doz.	Per doz.
1800	27 lbs	$70.40

One in a box One dozen in a carton

STRUCTO COMPANY

UTILITY TRUCK



All steel miniature utility truck, 21½ inches long, 6½ inches wide, and 7⅝ inches high. Gray body, with cardinal red cab. Travel bucket is raised by turning crank, top opens automatically allowing bucket to dump. Catch release automatically dumps entire truck load. Rubber wheels.

No.	Wt. per doz	Per doz
500	67 lbs.	$80.00

One in a carton

TURNER TOYS

TRUCK AND SAND SHOVEL SET

Truck has red cabin with ivory fenders and loading ramp. Complete with No. 420 sand shovel. Size of truck: 22x6¾x6¼ inches.

No	Wt. per set	Per doz. sets
920	8 lbs	$93.60

One set in a carton

SAND SHOVEL

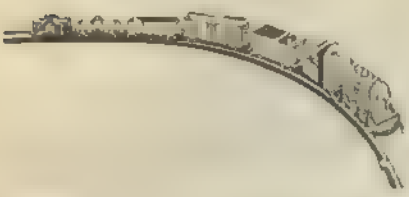
Red swivel cabin on ivory base. Winch clicks and black scoop with automatic locking and release device, digs and dumps. Size overall: 19x6¼x11 inches.

No.	Wt. per doz.	Per doz.
420	42 lbs.	$84.40

One in a box. One-half dozen in a carton

NOSCO PLASTIC TOYS

CHIEF FREIGHT TRAIN

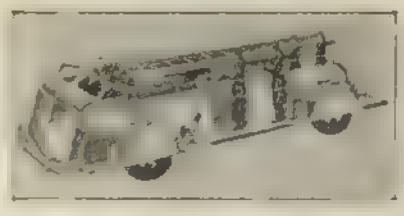


Includes locomotive, tender, coal hopper, box car, oil tank car, caboose, and 10 sections of track to make a 30-inch circle. Wind-up motor, with automatic brake, draws train over 35 feet. Train is 20 inches long, with red, yellow, blue and green cars.

No.	Wt. per doz.	Per doz
6400	14 lbs.	$32.60

One in a box. One dozen in a carton

FIRE ENGINE WITH SIREN

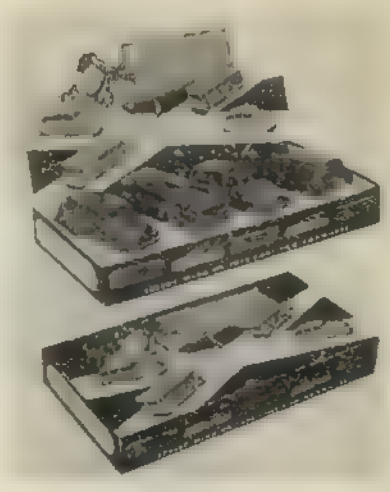


Red truck with 11 pieces of movable equipment and men. Has swivel aerial ladder, screeching siren, authentic rubber tires and steel axles. Clock-type wind-up motor drives truck over 100 feet at high speed. 8 inches long, 2½ inches high, and 2⅞ inches wide.

No	Wt. per doz	Per doz.
6386	12 lbs	$15.00

One in a box. Two dozen in a carton

BUS AND STATION WAGON



Four-piece set consisting of 2 buses and 2 station wagons, molded in assorted colors of red, yellow, green and blue. Wind-up motor runs more than 30 feet on any surface. Each car 4x1½ inches.

No.	Wt. per doz sets	Per doz. sets
B6335	11 lbs.	$14.00

One set in a box. Three dozen sets in a carton

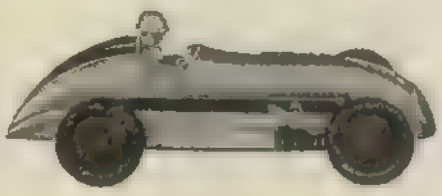
FAST FREIGHT TRAIN

Wind-up train over 16 inches long, runs without track on any surface. Includes 6 cars in alternating colors of yellow, blue, red and green. Flat spring motor propels train over 30 feet.

No	Wt. per doz.	Per doz.
6378	6 lbs.	$14.00

One in a box. Two dozen in a carton

ACE MECHANICAL RACER

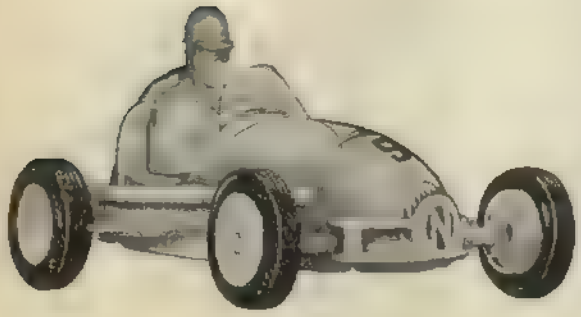


Molded plastic racer and driver, finished in red, yellow, blue and green. Heavy gauge rubber tires have authentic racing tread. Speedy clock type motor drives racer over 100 feet. Equipped with free wheeling unit. 8 inches long, 4½ inches wide, and 3 inches high.

No	Wt. per doz.	Per doz
6390	8 lbs	$13.20

One in a box Two dozen in a carton

DOODLEBUG MIDGET RACER

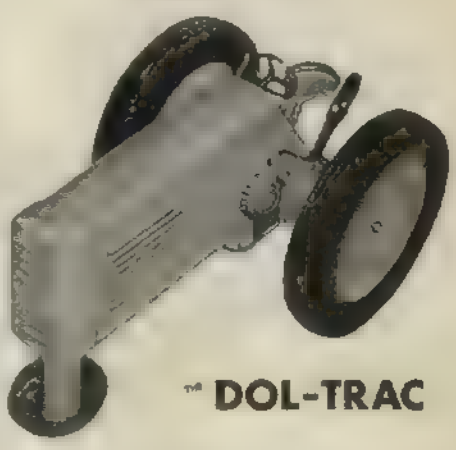


Molded plastic racer and driver, finished in red, blue, green and yellow with clear plastic windshield. Special rubber tires with genuine racing tread. Clock-type wind-up motor runs racer at high speed for 100 feet, and is also equipped for tether racing. 10 inches long, 5½ inches wide, and 4½ inches high.

No.	Weight per doz	Per doz.
6381	10 bs	$25.00

One in a box. One dozen in a carton

DOL-TRAC TRACTOR



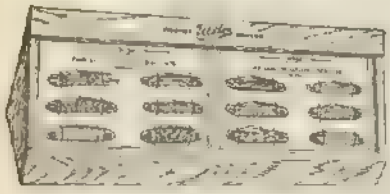
Heavy gauge steel construction. Yellow baked enamel finish. Powerful wind up motor, ratchet lever winding, stop and go hand brake lever. Free wheeling. Semi-pneumatic rubber tires 5⅝ inches. Size: 11½ inches long, 6¾ inches wide, 6¼ inches high.

No.	Wt. per ctn.	Each
274	27 lbs.	$9.50

Six in a carton

ULSTER POCKET KNIVES

KNIFE ASSORTMENT



A handsome natural wood, glass front case. Made at an angle to give full display of pocket knives. Mounted on slide panels. Each panel holds six knives and displays one dozen patterns.

Size of case: 19¼ inches long; 4⅝ inches wide, and 6¼ inches high. The assortment consists of the following patterns:

Quantity	No.	Per doz.
½ doz.	30A	$24.00
½ doz.	30S	24.00
½ doz.	35B	32.00
½ doz.	37B	32.00
½ doz.	50B	24.00
½ doz.	55A	32.00
½ doz.	55S	32.00
½ doz.	60S	24.00
½ doz.	73A	20.00
½ doz.	73S	20.00
½ doz.	80P	16.00
½ doz.	80S	16.00

No.	Wt. per asst.	Per asst
600	15 lbs.	$148.00

One assortment in a case

Two blade pen knife, with black stag handle. Solid nickel tips and brass lining

No.	Length	Wt. per doz.	Per doz.
73-S	3⅛ in.	1 lb.	$20.00

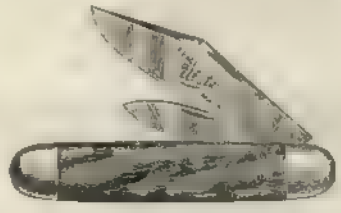
Two blade pen knife, with assorted colored celluloid handles. Solid nickel tips and brass lining.

No.	Length	Wt. per doz.	Per doz.
73-A	3⅛ in.	1 lb.	$20.00

Above, one-half dozen in a box

Two blade jack knife, with brown stag handle. Nickel silver bolsters and brass lining. Large clip and small pen blade

No.	Length	Wt per doz	Per doz
30-S	3⅝ in.	2 lbs.	$24.00

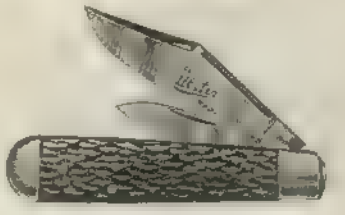


Two blade jack knife, with assorted colored celluloid handles. Nickel silver bolsters and brass lining. Large clip and small pen bade.

No.	Length	Wt per doz	Per doz
30-A	3⅝ in.	2 lbs.	$24.00

Two blade, serpentine jack knife, with brown stag handle. Nickel silver bolsters and brass lined. Large clip and small pen blades.

No	Length	Wt per doz	Per doz.
50-B	3¼ in	1½ lbs	$24.00



Two blade jack knife, with black stag handle. Nickel silver cap and bolster, brass lining. Large clip and pen blade.

No.	Length	Wt. per doz.	Per doz.
60-S	3⅝ in.	2 lbs.	$24.00

Two blade, serpentine jack knife, with simulated pearl handle. Nickel silver tips and brass lining. Large clip and pen blade

No	Length	Wt per doz.	Per doz.
80-P	3⅛ in.	1¼ lbs.	$16.00

Two blade, serpentine jack knife, with black stag handle. Nickel silver tips and brass lining. Large clip and pen blade.

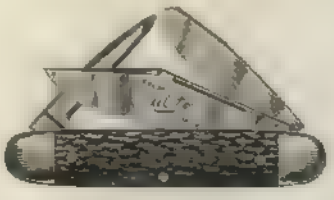
No	Length	Wt. per doz.	Per doz.
80-S	3⅛ in.	1¼ lbs.	$16.00

Three blade, premium stock knife, with assorted colored celluloid handles. Nickel silver bolsters and brass lining. Large clip, spey and pen blades.

No.	Length	Wt per doz.	Per doz.
55-A	3¼ in.	1½ lbs.	$32.00

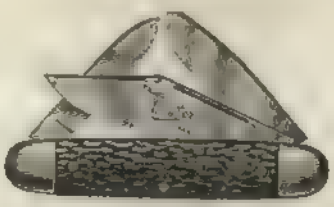
Three blade, premium stock knife, with brown stag handle. Nickel silver bolsters and brass lining. Large clip, spey and pen blade.

No.	Length	Wt. per doz	Per doz
55-S	3¼ in	1½ lbs.	$32.00



Three blade cattle knife, with black stag handle. Nickel silver bolsters and brass lining. Large clip, spey and punch blade.

No.	Length	Wt. per doz.	Per doz.
37-B	3⅝ in	2¼ lbs.	$32.00



Three blade cattle knife, with brown stag handle. Nickel silver bolsters and brass lining. Large clip, spey and pen blade.

No	Length	Wt. per doz.	Per doz.
35-B	3⅝ in.	2¼ lbs.	$32.00

All above, one-half dozen in a box

CUTLERY SECTION

SCISSORS and SHEARS

POCKET KNIVES

HUNTING KNIVES

CARVING SETS

And

Electric Shavers and Accessories

Safety Razors and Blades

Alarm Clocks and Watches

Electric Clipping Machines

DUNHAM, CARRIGAN & HAYDEN CO.

SAN FRANCISCO SINCE 1848

TOY BUYING GUIDE

To help mothers, dads, fond aunts, and kindly uncles buy suitable toys for children

Girls

Infancy to 2 years

Young ladies of this tender age have simple tastes. Make the most of it—they soon learn better. Give them:
Baby rockers. Bright colored rattles. Teething rings. Rubber dolls and animals. Stuffed animals and dolls of light weight.* Gong bell push and pull toys.* Light weight, round-cornered blocks. Soft balls. Walkers.

2 to 4 years

The young lady is taking notice of the world around her and now she's interested in such things as.
Soft small dolls. Miniature housekeeping equipment. Simple drawing books. Picture books with large lettering and pictures.* Pedal toys.* Simple building blocks.* Blackboards.* Scooters.* Kiddie cars.*

4 to 6 years

My goodness me, what fun it is to play with dolls, and keep house just like mother. So please give me:
Prekindergarten weaving and craft sets. Doll families. Doll houses and furniture.* Miniature housekeeping items.* Larger dolls.* Doll carriages.* Puppet theatres.* Alphabet blocks. Musical cradle and chairs. Playhouses.*

6 to 8 years

She's growing up, the range of her interests is widening. She can read and write and is an active young person—likes to do things. For her:
Sewing and weaving sets. Simple reading books. Craft sets. Nurse sets. Toy pianos. Modeling sets.* Playhouse furniture. Pasting and scrap books.* Roller skates.* Mechanical toys.

8 to 10 years

There's practically no limit to the variety of gifts for girls of this age.
Encourage hobby interests in sewing, drawing, painting, craftsmanship.* Large dolls. Doll layettes. Books of classic adaptations.* Ice skates.* Masquerade costumes.* Juvenile furniture for "own rooms."* Skill games.* Games incorporating spelling, arithmetic, geography and history and other educational features.*

10 years and over

She'll soon be grown up and thinking of grown-up things. But for a few years yet she'll enjoy: Books. Puzzles. Hand sewing machines. Miniature phonographs. "Last dolls." Games requiring teamwork.* Table tennis and ping-pong. More difficult craft sets in plastics, metal, wood, leather and weaving.

*Items that may be bought for the child in this age group, but just as appropriate for those in the next older group

Boys

Infancy to 2 years

He's very young and his preference runs to things he can push and pull and chew. After all, how else is a chap to learn about life:
Baby rockers. Bright colored rattles. Teething rings. Rubber dolls and animals. Stuffed animals of light weight.* Gong bell push and pull toys.* Light weight, round-cornered blocks. Walkers. Soft balls.

2 to 4 years

H-m, things get more interesting. The world is full of exciting things to do. I'd like:
Bathtub boat sets. Small wagons.* Toy autos. Velocipedes. Kiddie cars. Simple drawing and picture books.* Stuffed animals large enough to ride. 'Building blocks with an object.* Horns.* Drums.*

4 to 6 years

Young men of this age believe in action and more action. So give them toys they can do things with. For instance:
Hammer and nail sets.* Boats. Wooden train sets. Larger velocipedes.* Autos.* Sleds.* Mechanical toys.* Puppet shows.* Prekindergarten craft sets and books. Tops.* Scooters.* Toy telephones.* (Keep him busy, that's the thing.)

6 to 8 years

Boys show a keen interest in many and varied things—which gives leeway when it comes to selecting gifts for them. We suggest:
Simple model building sets. Electric trains.* Boats.* Simple reading books. Games promoting social activities.* Cash registers. Sidewalk bicycles.* Games promoting dramatic play.* Pasting and scrap books.* Roller skates.*

8 to 10 years

The inquiring mind is extremely inquiring at this stage So give it plenty to work on
Microscopes.* Chemistry sets.* Casting and printing sets.* Movie projectors.* Carpentry tools.* Paint sets.* Target games promoting sportsmanship.* Construction sets.* Puzzles and games incorporating spelling, arithmetic, geography or history.*

10 years and over

Strenuous games, sporting equipment and all that sort of thing appeal to boys from ten years on up. Make them happy with.
Juvenile sporting goods. More difficult games and puzzles. Craft and hobby sets for fine model construction. Good books. Stamp collections. Bicycles. Electric boats.

N.B. Below six years of age both columns should be consulted, as children's interests do not separate much until six years or over

"TOPS in The Popular-price Field"

That's what leading buyers in the toy field today emphatically state, after being introduced to the new quality and new look of

UNEEDA DOLLS

During Toy Fair

HOTEL McALPIN

ROOMS 518-520-522

Morris Sklarsky

and at our permanent Showroom

200 5th AVE., ROOM 511

Dan Sklarsky George Friedland

UNEEDA DOLL CO., Inc.

Factory:

425-7 BROOME STREET NEW YORK 13, N. Y.

TOY NEWS AND NEW TOYS

Hildegarde famous singing star, is teaching the "cutest little red-headed doll" the song written about her

Morris Sklarsky, president of Uneeda Doll Co

UNEEDA'S RED HEADED DOLL INSPIRES SONG HIT

Uneeda Doll Company, Incorporated, 425 Broome Street, New York, feel justifiably proud of the fact that a particularly fetching red-headed number in their line served as the inspiration for the Jack Wolf and Carl Sigman song hit, "The Cutest Little Red Headed Doll." This melody is being sung by such outstanding radio, stage and screen stars as Johnny Thompson, Bob Houston of NBC and MGM, and radio's delightful Hildegarde. In addition to radio and stage renditions of this popular melody, several records are already available in the music stores. Morris Sklarsky, president of Uneeda Doll Company, states that in spite of the heavy volume of orders already on hand his firm is constantly booking additional business. "The Cutest Little Red Headed Doll" together with the entire Uneeda line is on display at the New York showroom of the company, Room [illegible] Fifth Avenue, New York.

Rosemary Seal publicity director

SEATTLE SHOW SCHEDULE FOR FEBRUARY

Looking forward to one of the most important Western Spring Gift, Jewelry, Stationery, Toy and Housewares Shows in recent years, Kay Leber, Show Manager of the Western Merchandise Exhibitors, sponsors of the Western Shows in these fields, predicts a continued high demand for all types of Decorative Home Accessories, Housewares, and Gifts of all kinds. The movement of people to the West Coast, the unusually high building permits, and the top level of employment figures, together with a huge backlog of orders make the prospects for Spring business more than good. Buyers are looking for more value for their money, but manufacturers are planning merchandising programs to give more dollar value in the competitive days ahead. An early look into 1948 merchandise shows more popular price merchandise of good quality available, better imports and priced right, and new designs, colors and textures in nearly all lines. The Show runs from Wednesday, February 4, through Sunday, February 8, in San Francisco, then moves North for a small show in Portland, Oregon, February 15 through February 18, Portland Mart, and Portland and Benson Hotels. From there, the Pacific Northwest Show in Seattle takes place February 29 through March 3. This Show will be held in the New Washington and Olympic Hotels, and [illegible] Terminal Sales Building. The Seattle Show is co-sponsored by the Seattle Chamber of Commerce.

Stereoscope Viewer

NEW TRU-VUE VIEWER

Tru-Vue announces a new model stereoscopic viewer three-dimensional pictures. There are now available in the Tru-Vue Film Library, 350 different subjects on travel, cultural and informational subjects. This device, styled by Gifford Mast of Mast Development Company, Davenport, Iowa, is molded in brown and old ivory plastic. It is based on the principle of the old-time "parlor" steroscope. The film is advanced through the viewer by a pistol trigger arrangement and 14 different pictures are shown in a series on a 32 inch 35mm filmstrip. The new model viewer is also used by salesmen to help prospects visualize the features and merits of bulky products and is on sale by photographic dealers and department stores at $2.00 each. For details write to Tru-Vue, Rock Island 3, Illinois.

"JUNIOR ACE" SPORT SETS

The New York Toy and Game Mfg. Co. takes pride in presenting their [illegible] and greatest line, the "Jr. Ace" Sport Sets. The "Jr. Ace" sets, all reasonably priced, are quality made replicas of the real thing made especially for the junior sportsman. There are four price ranges in the fishing sets, two in the basketball sets, and the golf set and baseball set are in the popular price range. The firm originally entered the sports field by manufacturing fishing sets. Due to this item's vast popularity, they have extended this line to include golf sets, basketball sets, and baseball sets, thereby covering America's greatest and best-loved sports. The New York Toy and Game Mfg. Co. have their permanent showroom at 200 Fifth Avenue, where their complete line of other toys and games; in addition to their "Jr. Ace" line, is displayed.

THE TOY MARKET

ROOM 1424 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Permanent Display of America's Leading Toy Lines

OUR 1948 PRE-VUE READY

FOR THE JANUARY MARKET

"Always Something New"

Always open — always ready to serve you. Make it a point to visit the TOY MARKET when in Chicago and keep up-to-date with the latest developments in toys.

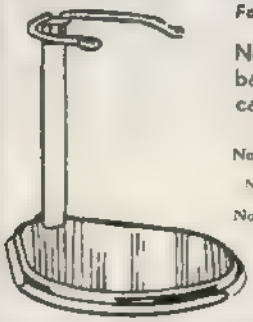
ED CARYL

IT WILL PAY YOU TO PAY US A VISIT

Telephone SUPerior 8852

THE ORIGINAL PATENTED

IDEAL DOLL STAND



Formerly Manufactured by Garton Toy Co.

Now made with heavy aluminum base and shaft. Rustproof, bright cadmium plated wire arms.

		Packed	Ship. Wt.
No. 100— 6" to 8" Dolls		12	1 lb.
No. 107— 12" to 16" Dolls		12	6 lbs.
No. 112— 18" to 26" Dolls		12	9 lbs.

BLAKE & CONROY

1107 B'way, N. Y. 10, N. Y.

BELLE DOLL & TOY CORP.

417 Lafayette Street — New York 3, N. Y.

GRamercy 7-8232-3

Manufacturers of:

Quality Dolls of Distinction at

POPULAR PRICES

See Our New 1947 Creations

Featuring: Composition, Stuffed Baby Dolls, Rubber, Drinking & Wetting Dolls

Sales Representative: NOEL SIEGEL

PERMANENT SHOWROOM—ROOM 403, 200 FIFTH AVE., NEW YORK

A THRILLING *New!* FLYING TOY!

Manufactured by

Flying TOYS, INC.

"Home of the BELL Helicopter"

TINKERTOYS

EVANSTON ILLINOIS

TURNER TURNER

QUALITY STEEL TOYS

Doll Walkers — Dump Trucks — Wheelbarrows

Doll Swings — Fire Engines

See our complete line.

Write for catalogue.

THE JOHN C. TURNER CORPORATION

Home Office and Factory: Wapakoneta, Ohio

New York Sales Office: 1107 Broadway

Something to Sing About!

A MILLION DOLLARS WORTH OF PUBLICITY EVERY DAY!

Soon, all America will be singing and whistling about the Cutest Little Red Headed Doll. Here's the doll that did it — the doll that inspired songwriters Jack Wolf and Carl Sigman ("Civilization") to write another popular smash song hit. Now this hit song is sweeping America — and you can tie it in for a big seller for your doll department.

TAKING ORDERS NOW! THERE'S STILL TIME TO GET IN ON THE GROUND FLOOR.

You'll hear it on . . .

RECORDS

Johnny Thompson, stage, radio and recording star

RADIO

Bob Houston, NBC and MGM records singing star

STAGE

The Incomparable Hildegarde

Ask for our attractive counter card featuring Beryl Davis, star of the Hit Parade.

UNEEDA DOLL CO., INC., 425 BROOME ST., N. Y. 11, N. Y.

AVAILABLE

THE

QUIZ KIDS

LICENSE AGREEMENTS FOR 1948
NOW BEING WRITTEN. FOR INFORMATION

Write to

GEORGE KAMEN

EXCLUSIVE MERCHANDISING REPRESENTATIVE

250 WEST 57TH STREET - - NEW YORK 19, N. Y.

BY ARRANGEMENT WITH LOUIS G. COWAN, INC.

UNIQUE ART MECHANICAL TRAINS

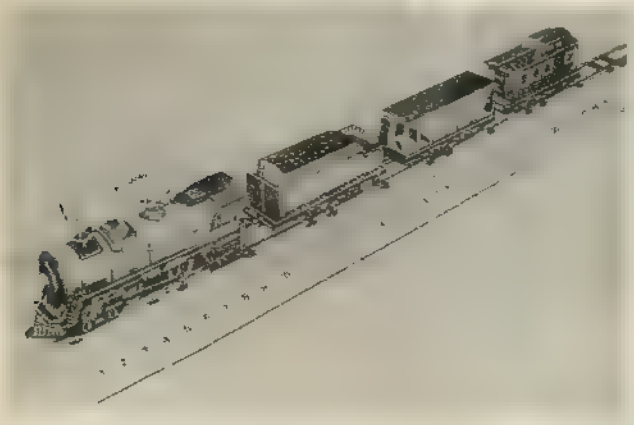
FREIGHT TRAIN

Consists of locomotive with bell and spark, tender, box car, gondola, caboose, 12 pieces of curved track, 4 pieces of straight track and crossover.

No.	Weight per ctn.	Per doz.
[illegible]	40 lbs.	$106.00

One in a box, one-half dozen in a carton

FREIGHT TRAIN

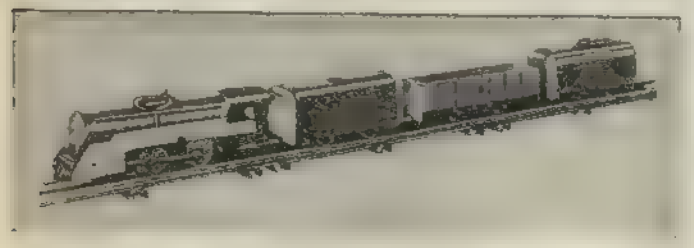


Consists of locomotive with bell and spark, tender, freight car, caboose, 8 pieces of curved track, and six pieces of straight track

No.	Weight per ctn.	Per doz.
500	38 lbs.	$88.00

One in a box, one-half dozen in a carton

HAFFNER MECHANICAL TRAIN

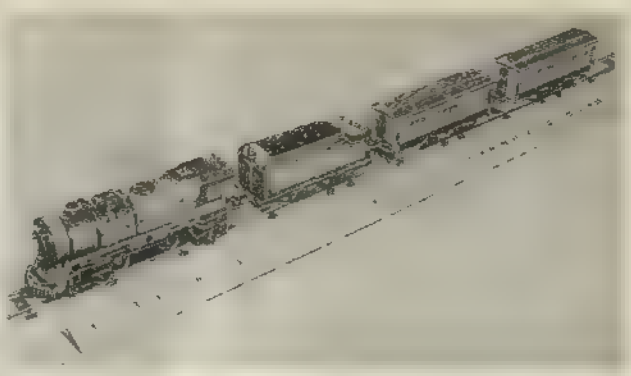


Four-unit freight train consisting of Engine, Tender, Sand Car and Caboose. Includes 4 straight track and 4 large curved track.

No.	Weight per doz.	Per doz.
810	35 lbs.	$72.00

Three in a box, one dozen in a carton

PASSENGER TRAIN

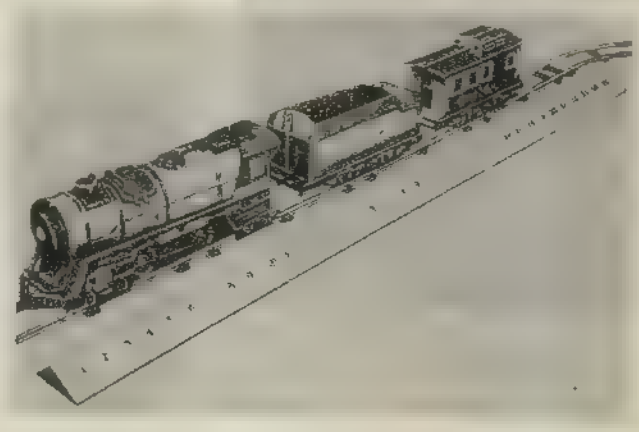


Consists of locomotive with bell, tender, 2 passenger cars, and 8-piece circle track

No.	Weight per ctn.	Per doz.
450P	31 lbs.	$80.00

One in a box, one-half dozen in a carton

FREIGHT TRAIN



Consists of locomotive with bell, tender and caboose, and 8-piece circle track.

No.	Weight per ctn.	Per doz.
400	45 lbs.	$70.00

One in a box, three-fourths dozen in a carton

AUTOMATIC TOY COMPANY

MYSTERY ALPINE EXPRESS

Consists of 2-car train, with precision clock-like wind-up motor on front car. Full color lithographed Alpine scene for background with simulated tunnel and railroad station on all-metal construction. Two tracks run through tunnel and station. Size, 15x21 inches

No.	Weight per doz.	Per doz.
250	38 lbs.	$48.00

One in a box, one dozen in a carton

UNIQUE ART MECHANICAL TOYS

DEPENDABLE TYPEWRITER

All metal, lithographed, 10x7x5¼ inches. Uses real typewriter ribbon.

No.	Wt. per doz.	Per doz.
3000	31 lbs.	$64.00

One in a box. One dozen in a carton

G. I. JOE MACHINE GUN

All metal, lithographed. Shoots sparks. Carrying sling. Spring motor. 26 inches long.

No.	Wt per ctn.	Per doz
1776	31 lbs.	$51.25

One in a box. One dozen in a carton

HOWDY-DOODY

Figure of Bob Smith of television fame playing the piano as Howdy Doody dances. All lithographed metal. Has stop and start switch. 6½x7¾x6 inches. Spring motor.

No.	Wt. per ctn.	Per doz.
700	50 lbs.	$44.00

One in a box. Three dozen in a carton

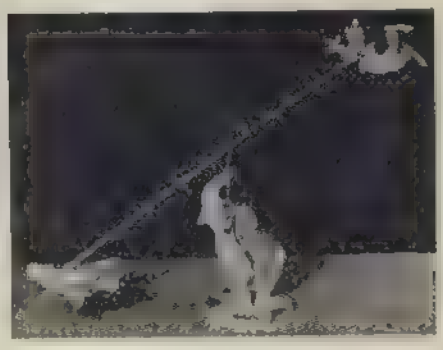
KIDDY CYCLIST

All metal lithographed, 7½x8½x4⅛ inches. Spring motor, with ringing bell. Start and stop lever.

No.	Wt. per ctn.	Per doz.
3-W	31 lbs.	$47.60

One in a box. Two dozen in a carton

FLYING CIRCUS

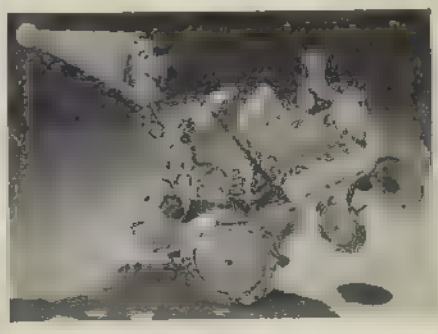


Revolving rod suspended by elephant has clown on one end and aeroplane on the other. All lithographed metal. 31½x6¼x11½ inches. Spring motor.

No	Wt per ctn	Per doz.
900	22 lbs.	$35.20

One in a box. One dozen in a carton

UNIQUE ARTIE



Unique Artie the clown jogs along as car turns and bucks. All metal, lithographed. 7¾x4x10¾ inches high. Spring motor.

No.	Wt. per ctn.	Per doz.
6969	38 lbs.	$30.80

One in a box. Three dozen in a carton

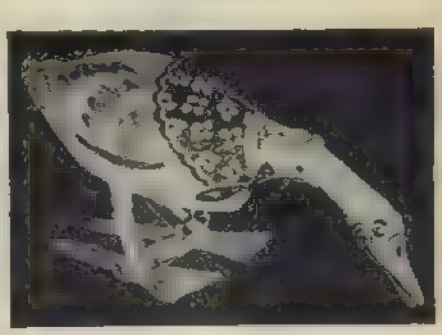
BOMBO THE MONK

All metal, in jungle colors. Spring motor. Monkey swings, somersaults, and stands on hands. Ten inches high.

No.	Wt. per ctn.	Per doz.
2002	38 lbs.	$19.20

One in a box. Three dozen in a carton

GALLOPING GERTIE

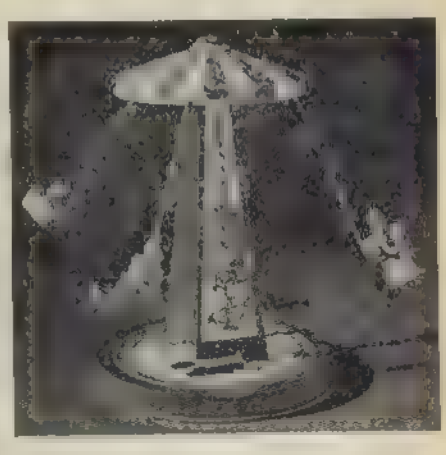


Gertie the goose gallops and jumps. Lithographed metal. 9¼x3¾x6¼ inches high. Spring motor.

No.	Wt. per ctn.	Per doz.
200	28 lbs.	$17.00

One in a box. Four dozen in a carton

WHIRL-A-WAY



Children in chair seats attached to awning, revolve with awning. 15½x6½x9½ inches high. Spring motor.

No.	Wt. per ctn.	Per doz.
833	22 lbs.	$17.00

One in a box. Two dozen in a carton

PARING KNIVES
UNIVERSAL

Mirror polished stainless steel blade; rosewood handle duralumin interlocking rivets. Per dozen

No. CU8137—3 in. blade; wt. per dozen ¼ lb. . . . . .$.

Hammer forged carbon steel blade, natural finish burnt birch handle, with duralumin interlocking rivets. Per dozen

No. CU8238—3 in. blade; wt per dozen 1 lb. . . . . $ . .

Hammer forged carbon steel blade, natural finish; burnt birch handle, with duralumin interlocking rivets. Per dozen

No. CU8337—3 in. blade; wt. per dozen 1 lb. . . . . $. . . . .

All above, one dozen in a box.

GRAPEFRUIT KNIVES
UNIVERSAL

Mirror finish stainless steel blade, saw edge on both sides; rosewood handle, duralumin interlocking rivets Per dozen

No. CU6204—3⅜ in. blade; wt per dozen ¼ lb . . . . . $. .

One dozen in a box

CLEAVERS
BRIDDELL, HOTEL

Solid, tempered steel blade; keenly ground to hold a sharp edge. Selected beechwood handle securely fastened to steel tang with three brass rivets. Correctly shaped and balanced. Per dozen

No. 800—8 in. blade wt per dozen 25 lbs. . . . . .$. . . .

BRIDDELL, RESTAURANT

Solid steel blade, carefully ground and tempered. Beechwood handle securely fastened to steel tang with three brass rivets. Popular for restaurant use and also in kitchens and hotels. Per dozen

No. 870-L—7 in. blade; wt. per dozen 19 lbs. . . . . $. . . .

BRIDDELL, HOUSEHOLD

Household size; otherwise same as the above. Per dozen

No. 860—6 in. blade; wt. each 1 lb.$. . . . .

All above, one dozen in a carton.

CLEAVERS
LANDERS, ALL PURPOSE

Stamped carbon steel blade walnut handle, duralumin interlocking rivets. Per dozen

No. CU7812—8 in. blade; wt. per dozen 27 lbs. . . . . .$. . . .

Open stock.

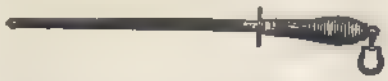
UNIVERSAL KITCHEN

Glazed finish forged carbon steel blade; rosewood handle, duralumin interlocking rivets Per dozen

No. CU7801—7x3 in. blade; wt. per dozen 7¾ lbs. . . . .$. . . .

One-half dozen in a box.

BUTCHER STEELS
LEE



No. CU7711—Forged highest grade crucible steel, specially hardened and tempered; beechwood handle, diamond metal guard; swivel loop.

Length steel, in.	10	12	14
Wt. dozen, lbs.	9½	10¾	12¼
Per dozen	$.	. . . . .	. . . . .

One-half dozen in a box.

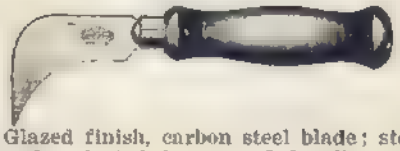
HOUSEHOLD STEELS
UNIVERSAL

Forged crucible steel; diamond guard; eyelet; ebonwood handle. Per dozen

No. CU7703—9 in. steel wt. per dozen 8½ lbs. . . . . .$. . .

One-half dozen in a box.

LINOLEUM KNIVES
UNIVERSAL



Glazed finish, carbon steel blade; steel ferrule, riveted burntwood handle. Per dozen

No. CU8102—2½ in. blade, wt. per dozen 2½ lbs . . . . . .$. . . . .

One dozen in a box.

COTTON SAMPLING KNIVES
UNIVERSAL

Glaze finish, carbon steel blade; rosewood handle; with duralumin rivets. Per dozen

No. CU8019—3¾ in. blade; wt. per dozen 1¾ lbs. . . . . .$ . .

One dozen in a box.

PUTTY CHISELS
UNIVERSAL

Forged carbon steel blade, beveled, crossground; rosewood handle, with duralumin rivets. Per dozen

No. CU7900—1⅜x3¾ in. blade; wt per dozen 3⅛ lbs. . . . . $. . . . .

One dozen in a box

PUTTY KNIVES

Carbon steel blade; rosewood handle, with duralumin rivets. Per dozen

No. CU7912—Half elastic; 1⅜x3¾ in. blade; wt. per dozen 5 lbs .$ . . .

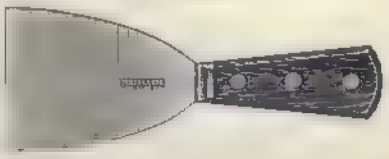
One dozen in a box.

Crossground carbon steel blade; rosewood handle, with duralumin rivets. Per dozen

No. CU7922—Half elastic; 1⅜x3¾ in. blade; wt. per dozen 2¼ lbs.$. . . . .

One dozen in a box.

WALL SCRAPERS
UNIVERSAL



No. CU7905—Crossground, half elastic, steel blade; rosewood handle, duralumin rivets.

Size blade, in.	2½	3	3½	4
Wt. dozen, lbs	3¼	3¾	4	4¼
Per dozen	$	. . . .	. . . .	. . . .

One dozen in a box.

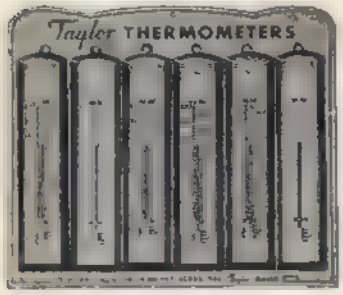
Extra heavy, stiff, carbon steel blade; stained beech handle. Per dozen

No. CU7907-3—Wt. per dozen 2⅛ lbs. . . . . .$. . . . .

One dozen in a box

THERMOMETERS

TAYLOR, OUTDOOR WALL ASSORTMENT



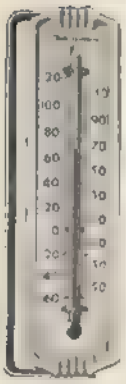
Easy-reading, non-fading, red Permacolor filled tubes; tubes are securely hooked and anchored onto metal scales. Lacquered wood backs; outdoor temperature range.

Assortment consists of the following:
2—Red lacquered.
2—Green lacquered.
2—Blue lacquered.

Per assortment
No. 5152 Assortment—Consist of six thermometers as enumerated and described above; wt. per assortment 1¾ lbs. . . . $.

One assortment on a display card.

TAYLOR, WINDOW



"Permacolor" tube with magnifying lens and non-fading red liquid. Temperature range 20° to 60° F. below zero to 120° above.

Octagonal design, white vitreous enameled scale, black figures and graduations fired in for permanence.

Complete with mounting bracket and screws.

Per dozen
No. 5316—[illegible]x2 in.; wt. per dozen 7½ lbs. . . . . $.

One in a box, one dozen in a carton.

TAYLOR, WALL

Popular "Comfortmeter." Magnifying glass tube filled with non-fading, easy reading red Permacolor. Tube hooked and anchored into metal scale, moulded wood back. Ivory scale with maroon back.

Outdoor temperature range.

Per dozen
No. 5140—7½ in. long; wt. per dozen 2¼ lbs. . . . . $.

One in a box, one dozen in a carton.

THERMOMETERS

TAYLOR, CANDY AND JELLY

Binoc mercury filled tube which is easier to read due to its increased width and optical perfection. Tube is fastened to stainless steel scale which is acid and rust-resisting.

Lacquered wood handle securely riveted to scale; adjustable clip on back.

Candy making temperature range 40° to 310° F. in two degree intervals. Candy making terms and degree marks in black.

Per dozen
No. 5908—11¾ in. long; wt. per dozen 6 lbs. . $. . .

One in a box, one-half dozen in a carton.

TAYLOR, DEEP FAT FRYING

Binoc mercury filled tube which is easier to read due to its increased width and optical perfection. Tube is fastened securely to stainless steel scale which is acid and rust-resisting.

Lacquered wood handle securely riveted to scale; adjustable clip on back.

Deep fat frying temperature range 100° to 350° F. in five degree intervals.

Per dozen
No. 5910—11¾ in. long; wt. per dozen 6 lbs. . $. . . .

One in a box, one-half dozen in a carton.

TAYLOR, ROAST MEAT

Black permacolor tube fitted to ivory vitreous enameled scale; sharp point for easy insertion into meat.

This thermometer is inserted into the meat and tells when it is done just right—rare, medium or well done.

Per dozen
No. 5936—7⅝ in. long over all; wt. per dozen 1½ lbs. . . . . $. . . . .

One in a box with skewer, one-half dozen in a display carton.

TAYLOR, BAKE OVEN

Binoc-style tube, white vitreous enameled scale with figures and graduations fired in for permanence.

Sanitary construction; pottery base is removable for washing.

Oven temperature range from 200° to 700° F. Complete with recipe file box with card and instructions.

Per dozen
No. 5928—6 in. high; wt. per dozen 7½ lbs. . . . . $. . .

One-twelfth dozen in a box, one-half dozen in a carton.

THERMOMETERS

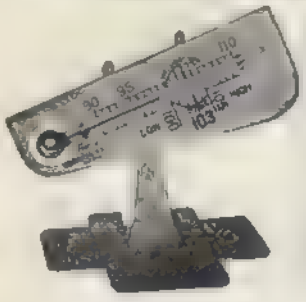
TAYLOR, BROODER

Magnifying glass tube filled with non-fading, easy-reading red Permacolor. White vitreous-enameled scale with black figures and graduations. Temperature range, approximately 30° to 120° F.

Per dozen
No. 5794—4½ in. long; wt. per dozen 1 lb. $

One-twelfth dozen in a box, one dozen in a carton.

TAYLOR, INCUBATOR



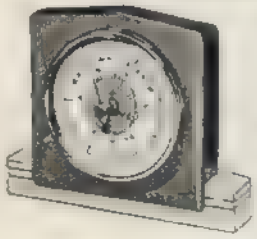
Magnifying glass tube filled with distilled mercury, white enameled scale with black figures and graduations. Green tinted incubation zone designed for easy-reading in dim light. Scale flanged to hang over wire or stand as illustrated.

Per dozen
No. 5776—Scale 4 in. long; wt. per dozen 1⅞ lbs. . . . . $. . . .

One in a box, one dozen in a carton.

BAROGUIDES

TAYLOR FLEETWOOD MODEL



Blue-cast-phenol case with white contrasting base. Silver and bronze engine-turned dial; chrome bezel.

Each
No. 2287—2¾ in. dial; wt. each ⅝ lb. $. . . .

One in a box.

COMPASSES

TAYLOR SHOWAY

Shaped brown plastic case, jeweled aluminum float dial.

Each
No. 2906—1¼ in. diameter; wt. per dozen 9 oz. . . . . $. . . .

One in a box; twelve in a carton.

TAYLOR LEEDAWL

Octagonal black bakelite case, aluminum dial; needle rotates on jeweled center; has throw-off to protect needle and point when not in use; a compass you can trust.

Each
No. 2920—2 in. diameter; wt. per dozen 1 lb. . . . . $. . . .

One in a box, twelve in a carton.

NILS F. TESTOR

President of Testor Chemical Co., Rockford, Ill., elected Treasurer of Model Industry Association at recent convention in Chicago

•

HUGH D. KENNEY

Convention manager, who did masterful job with recent MIA trade show in Chicago

•

Tiger Announces Resumption of Glo Fuel Production

On January 26, representatives of Commercial Solvents Corp., notified principal blenders of model engine fuels that heretofore restricted distribution of nitroparaffins to the hobby industry has been lifted Their representative states "nitro methane and nitro propane would be available only to reliable blenders and recognized producers of model fuels." It will not be sold in bulk to individuals for experimentation.

At the model industry association convention at Chicago in January 1948, Ray Arden of Mico-Bilt, Inc., pioneer in glo plug manufacture, re-emphasized that in his experiments with hundreds of materials and blends, no more efficient operation could be obtained in glo plug operation than that obtained with nitro methane and nitro propane mixtures.

Coinciding with this announcement, William Korr of Tiger Products Company, advises the resumption of production and expanded facilities of the Tiger processing plant. Adequate supplies will be available throughout the country soon.

BAKER, THE PUPPET MAKER

Bob Baker and his puppets were featured recently in a half page article in the Graphic Section of the Chicago *Sunday Tribune*. One picture showed Bob Baker at work on a marionette for one of his shows; another showed four figures of a popular marionette show, "The Circus"; and also pictured was Jady, the elephant, which is a favorite, along with ringmaster, slave girl, and swami.

Young Bob Baker of Hollywood is one of the leading makers of marionettes and during the last three years has made 25,000 of these manikins. He makes the original designs and clothes for his puppets and records dialogues and music for puppet shows. He receives as much as $10,000 for a 30 act show with 300 puppets.

He began to make marionettes 14 years ago, when he was 9, and made and sold marionettes during his high school years in Carmel, Calif.

•

Dusty Dolls

The William J. Connors, both of Boston and both collectors, could have a family argument over which hobby is the best dust catcher. According to *United Press*, however, Mrs. Connors doesn't fret about it—possibly because the items in hers outnumbers his. "It takes a lot more time to run a duster over the three hundred fifty dolls," she is quoted as saying. Mr. Connors has only forty antique clocks.

•

New Fast-Drying Cement

An extensive advertising campaign is being handled for Cray Products, Inc., Newark, N. J., by Franklin Fader Co., Newark advertising agency, on "Model-Weld," a new, all-purpose, fast-drying, waterproof cement, for hobbyists and model builders. First advertisements were released to tie-up with the introductory showing of the product at the National Hobby Crafts and Science Show at Madison Square Garden, New York, November 23 through 30.

Properties of the cement were demonstrated in actual model building at the Cray Products booth and samples were dispensed by Powers' models. Copy is appearing in national and hobby magazines and trade papers. Model-Weld is also being featured over WOR on the "Breakfast with Dorothy and Dick" program.

•

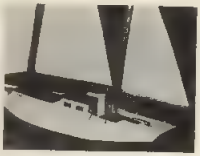
Two Distinguished Visitors

Welcome visitors at the offices of TOYS & NOVELTIES, Bell Building, Chicago, on February 17, were Larry Nordstrom, factory representative of Rockford, Ill., and Jack Besser of Monogram Models, Chicago.

■

Ball Bearing Challenged

Associated Press recently reported from amsterdam the invention of a plastic bearing for bicycle pedals said to have a lifetime "ten times that of a common ball-bearing." Mere water can serve as lubrication. The designer was vaguely referred to as "a Dutch industry."



BOATS! BOATS!! BOATS!!!

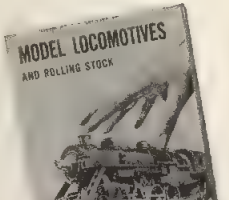
The approach of Spring should find every hobby and toy dealer prepared for the great outdoor sport of sailing boats.

Shown above is the *"Cape Cod,"* retailing at $3.50 the kit. True shipyard construction. A superb two-masted sailing model with full size plans and true scale plastic fittings. 27" high, 24" long. Attractive individual carton.

IMMEDIATE DELIVERIES

ALL STAR MODELS, INC.

550 W. HARRISON STREET
CHICAGO 7, ILLINOIS



Here's a book jam packed with photos, ideas, hints, charts. Fans are flocking in for it, because it shows the name and number of every single item that Varney makes! 56 pages, and weighs over ½ lb.

tell your fellow about VARNEY

Velocipedes in Sizes for Every Youngster

F A STURDY VELOCIPEDE that will give lots of fun and service. Strong 1¼-inch steel tubing frame, 2-inch tubing head. Ball bearing front wheel, plain bearing rear wheels. ¾-inch rubber tires. Solid rubber block pedals. Adjustable steel seat. Tubular steel enameled handle bars adjust, have rubber hand grips. Wide front fender. Embossed step plate. Finished in Blue baked-on enamel with White trim. Partly assembled. *Mailable*

Catalog No.	Front Wheel	Saddle-to-Pedal	Ship. Wt.	Price
48 T 5388 M	20 in	22½ to 25½ in.	28 lbs.	$10.45
48 T 5385 M	18 in	19 to 22 in.	22 lbs.	9.45
48 T 5384 M	12 in.	16 to 18½ in	17 lbs.	8.45

G WARDS BIGGEST AND BEST CHAIN DRIVE VELOCIPEDE because every moving part is ball bearing . . . bicycle construction is used throughout . . . and hardware is all chromium plated. Double bar frame is 1¼-inch steel tubing with 2-inch tubing head. Ball bearing wheels, pedals, crank hanger and head. 20-inch front wheel and 16-inch rear wheels have bicycle type tangent spokes . . . 1¾-inch semi-pneumatic puncture-proof rubber tires. Tubular steel handle bars are chrome plated, adjust 2 ways, like those on a big bike. Bicycle bell and rubber hand grips. Comfortable seat is large, molded from rubber, has coil springs . . . adjusts so leg reach at shortest adjustment is 23 inches, can be extended for leg reach of 28 in. (age range from 4 to 10 years). 2-piece bicycle-type ball bearing rubber pedals. Strong bicycle chain with guard that completely encloses it. Baked-on enamel finish in Chinese Red and White. Shipped partly assembled to reduce postage. *Mailable.*

48 T 5369 M—Shipping weight 50 lbs . . . 34.95

H EASY RIDING CHAIN DRIVE VELOCIPEDE. Single bar frame is 1¼-inch steel tubing with a 2-inch head. Ball bearing pedals, crank hanger. Rear wheels revolve in ball bearing cones. Plain bearing front wheel. 16-inch riveted spoke wheels front and rear. 1¼-inch puncture-proof semi-pneumatic rubber tires. Tubular steel handle bars are nickel plated, adjust . . have bell and rubber grips. Bicycle type ball bearing pedals. Seat is molded rubber with coil springs . . . adjusts for leg reach of from 20 to 24 inches, (age range from 4 to 10 years). Strong chain and guard. Baked-on enamel finish in Maroon and White. Shipped partly assembled, instructions for assembling included. *Mailable.*

48 T 5388 M—Shipping weight 40 lbs. . . . 27.50

STANDARD MODEL CHAIN DRIVE VELOCIPEDE (not shown). Same strong frame and construction as the one above, similar in appearance, but with 1-inch tires, painted tubular handle bars and padded artificial leather seat. Finished in Red baked-on enamel, with White trim. Shipped partly assembled to reduce postage. Instructions for assembling included. *Mailable.*

48 W 5354 R—Shipping weight 38 lbs 21.95

J LITTLE TOTS VELOCIPEDE . . . exceptionally well made. Strong 1¼-inch steel tubing frame, wide embossed rear step plate. Wheels turn on plain bearings. Painted handle bars are adjustable, have rubber hand grips. Solid rubber block pedals. 10-inch front wheel ⅝-inch rubber tires. For leg reach of from 15 to 17 inches. Adjustable rear saddle. Notice that the metal seat can be adjusted two inches, which allows for two additional years normal growth of the child. Finished in Red baked-on enamel with Ivory color trim. Shipped partly assembled to reduce postage. *Mailable.*

48 T 5306 M—Shipping weight 16 lbs. 5.25

HOW TO MEASURE FOR SIZE. Measure child from crotch to ball of foot. This corresponds to "Saddle-to-Pedal" measurement, or "leg reach." Buy on Wards Monthly Payment Plan. See Page 176 for complete Terms.

Steel Autos, Pedal Bikes and Scooters

(A) AND (B) STREAMLINED PEDAL AUTOS . . . a Fire Chief's car, and a sporty blue Roadster. They're built like the new model cars with streamlined fenders a part of the body sides. Low-slung lines make climbing in or out easy for little children. All sturdy steel construction with edges smoothly rounded and finished so youngsters won't get scratched. Black steel bumper in front; steel steering wheel. Nickel plated dummy headlights are built into the fenders. Shiny nickel plated hub caps. Rubber foot pedals are adjustable for leg reach. Roomy seat with black fiber pad. Easy rolling steel disc wheels with ⅜-in. rubber tires. Baked-on enamel finish. Body 37 in. long. For children from 2 to 5. Partly assembled.

(A) 48 T 5454 M —FIRE CHIEF CAR. Finished in fire engine red with white trim. Fire bell with chain on hood. Wt. 34 lbs. *Mailable* . . . 16.75

(B) 48 T 5453 M—ROADSTER. Finished in blue with white trim. Has Plexi-glas (plastic) windshield. Ship. wt. 34 lbs. *Mailable* 16.75

(C) PEDAL BIKE WITH SAFETY SADDLE . . . baby can't slide off this seat. The usual velocipede seat is small, slippery and has no back . . . consequently baby feels insecure. His first riding toy must not only be secure, it must feel secure. That is why the steel seat on this pedal bike has a form fitting back that gives confidence to the rider. Handle bar, too is designed for little hands accustomed to holding railings, chairs, etc. A tiny tot soon feels at home on this bike. Wood steering handle over steel Tubular steel frame. Rubber block pedals. Height from floor to seat 11½ in. Enameled in red with ivory trim.
48 T 5417 M—Shipping weight 10 lbs. Partly assembled. *Mailable* 5.50

(D) STEEL PEDAL BIKE. A child's first riding toy. Metal with wood handgrips, rubber block pedals. 8-inch wide seat, 11 in. high from floor. 8½-in. front wheel, 6-in. rear wheels. ½-in. rubber tires. Finished in red and ivory color enamel. Instructions included for assembling. *Mailable*.
48 T 5410 M—Shipping weight 9 lbs. 3.95

(E) DE LUXE STEEL SCOOTER with footbrake. Heavy steel frame . . . non-slip grooved wood footboard bolted on. Tubular cross-handle with rubber hand-grips. Double, steel steering column. 9-inch roller bearing artillery type steel wheels. Big 1¾-inch semi pneumatic rubber tires. Parking stand. Red and white enamel. 39 in. long, 29¾ in high. *Mailable*.
48 T 5403 M —Partly assembled. Wt. 15 lbs. 6.95

(F) STEEL SCOOTER that rolls fast. Strong steel frame with wood non-slip footboard securely bolted on. Turned wood cross-handle with varnish finish. Steel steering column. 9-inch artillery type steel wheels turn on plain bearings, have ¾-in. rubber tires. Footbrake. Parking stand. Finished in red and ivory enamel. 37¾ in. long, 32½ in. high. Partly assembled.
48 T 5416 M—Ship. wt. 13 lbs. *Mailable* . 4.49

(G) LITTLE STEEL WHEELBARROW. Youngsters will have a grand time carting toys around in this wheelbarrow. Body 17⅞ in. long, 14¾ in. wide, 6½ in. deep . . . is stamped from one piece of metal. Solid disc 7-in. steel wheel, rubber tire. Red and black enamel finish. Partly assembled.
48 T 5517 M—Shipping weight 6 lbs. *Mailable*. 2.25

USE WARDS MONTHLY PAYMENT PLAN TO BUY THE TOYS FOR YOUR CHRISTMAS GIFTS. READ ABOUT THIS CONVENIENT WAY TO BUY AND COMPLETE DETAILS OF TERMS ON PAGE 176.

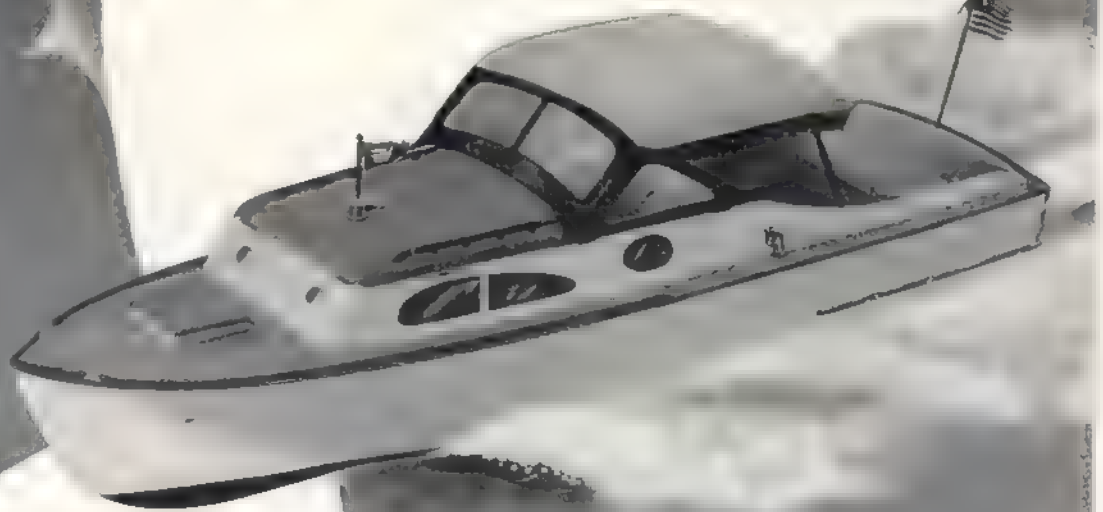
23 foot fisherman

Every day's a holiday in Ventnor's new 1948 23′ Fisherman Cruiser! A real beauty if you've ever seen one . . . featuring luxurious living for two! Complete galley, enclosed toilet, built-in fish box and lots of room for fishing.

Rugged, fast, seaworthy!

SPECIFICATIONS

Length	23′	Sleeps	2
Beam	8′	Power	up to 150 hp
Draft	2′	Speeds	up to 34 mph



VENTNOR'S NEW 1948 FLEET

15½ ft. Economy Utility · 16 ft. Deluxe Utility
18 ft. Deluxe Utility · 18 ft. Runabout
20 ft. Deluxe Runabout · 23 ft. Deluxe Runabout
23 ft. Cruiser

Write for Descriptive Folder

SINCE 1902 VENTNOR

VENTNOR BOAT CORPORATION · ATLANTIC CITY, N. J.

For New Precision and Grace...

S[illegible] ment panel designed [illegible]

STEWART-WARNER CORPORATION • Chicago 14, Illinois

[illegible] Manufacturers of
Precision Instruments

For Complete Information, Send this Coupon to:

Stewart Warner Corporation
1837 Diversey Parkway
Chicago 14, Illinois

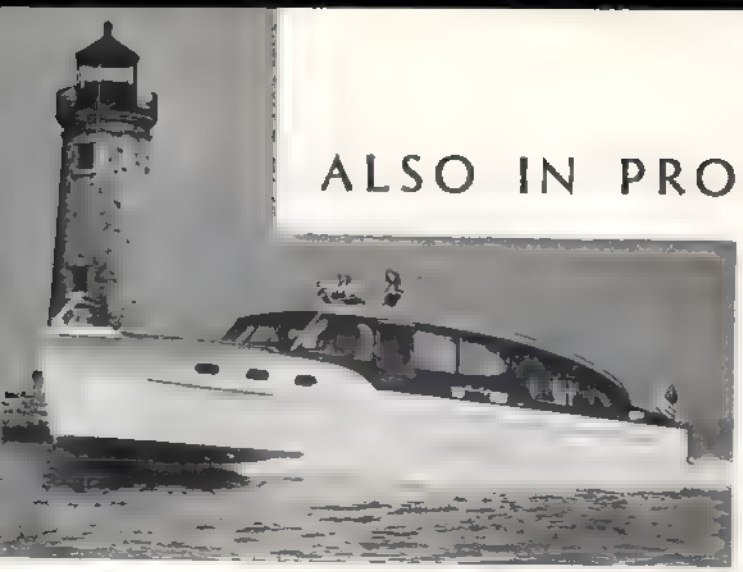
Please send me a copy of your latest catalogue on Stewart-Warner Marine Instruments.

Name _____

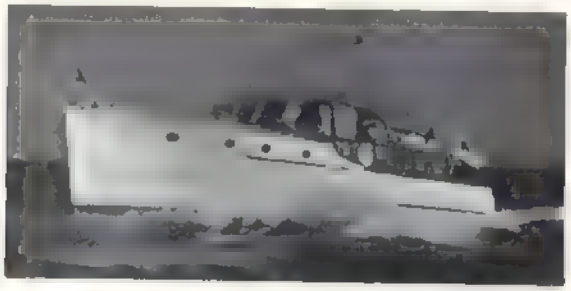
Address _____ Zone _____ State _____

City _____

ALSO IN PRODUCTION FOR 1948



The new Chris-Craft 40' double cabin cruiser, top speed 23 m.p.h.

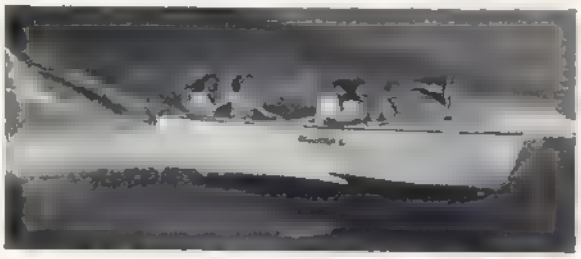


The 1948 Vinyard 47' cruiser is powered by twin Packards

VINYARD'S NEW CRUISERS. The Vinyard Shipbuilding Co., of Milford, Del., is offering two standardized cruisers, a 40-footer and a 47-footer. The former has two cabins and separate crew's quarters, providing accommodations for five persons. Twin engines drive her up to 22 m.p.h. She has a 10' cockpit. The 47' cruiser has three cabins with accommodations for seven in the owner's party plus a separate cabin for a crew of one. Twin 150 hp. Packards are the standard power plant.

CORRECT CRAFT FEATURES RUNABOUT. Featured for 1948 by Correct Craft, Inc., of Pine Castle, Fla., builders of runabouts and cruisers, is the Correct Craft, Jr., a small, fast runabout which is moderately priced. Planking is mahogany. Power options are 45 hp., 75 hp. or 90 hp. Grays. Even with the small engine she is said to step along at 28 m.p.h. The company has a deluxe 19' 6" runabout which is new this year

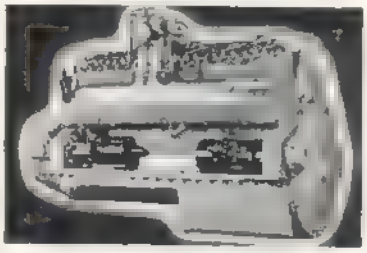
SCRIPPS HAS FULL LINE. The Scripps Motor Co., of Detroit, Mich., again offers for the 42nd consecutive year a full line of marine engines ranging from its 4 cyl. 25 hp. engine to the V-12 cyl. 316 hp. job. There are 12 basically different sized engines with over 36 model variations to suit all inboard needs for both pleasure and commercial craft. Truly symmetrical



Correct Craft, Jr. (above) is reasonably priced and is available with 45 or 75 hp. The Burger 57' standardized steel cruiser (right)

In spite of the many exhibits at the 1948 New York Motor Boat Show, there are many important builders and manufacturers who, for one reason or another, are not represented. Since no roundup of building activity would be complete without these, YACHTING *presents a representative cross section of those companies which are not exhibiting.* — ED.

opposed right and left-hand rotation engines remain a specialty of this organization in the higher horse power brackets. The past year's engineering has been principally directed toward improvements in manifolding and carburetion for better economy and all around efficiency. Higher horse power output has been obtained without increasing either r.p.ms. or compression ratios. Considerable attention has also been given to oil cooling and controlled operating temperatures. Many of the engines have been reduced in weight.



Largest engine in the Scripps line is this V-12 cyl. Series 300 motor. She has 894 cu. in. piston displacement and develops 316 hp. at 2600 r.p.m.

DANFORTH ANCHORS. New Danforth Anchors, manufactured by Danforth Anchors, of 2121 Allston Way, Berkeley 4, Calif., are now available in a complete range of sizes in three standard designs, the Mark III, IV and V. The Mark III is husky, built for heavy duty service and comes in sizes 17 to 100 lbs. with drop forged steel shank and cast steel flukes, and in sizes of 150 to 300 lbs. in all cast steel. The Mark IV, shown here, is the same as the Mark III except that the flukes are rolled of alloy steel sections. It comes in sizes of 5 to 28 lbs. The Mark V Rowboat model weighs only 4½ lbs. and is made of carbon steel stampings.

The Mark IV Danforth anchor is available from stock in sizes of 5 to 28 lbs. Larger sizes may be had by special arrangement

BURGER BUILDS POWER AND SAIL. The Burger Boat Co., of Manitowoc, Wis., is well known as the builder of good-sized yachts, both sail and power. In the past year, it has completed four 77' steel ketches of Rhodes design. Also completed were standardized steel cruisers in lengths of 50', 57' and 67'. Electric welding is used in constructing the hulls of both the ketches and the power yachts. The first of two 42' V-bottom cruisers, designed by Dair Long, has recently been built using wooden instead of steel construction.

(Continued on page 266)

The new Vinyard 40' Sedan is an able comfortable sea boat

OUR NEW VINYARDS for 1948 are Built for a Lifetime

Nearly a half century of fine boat construction is behind your investment in a new Vinyard Cruiser. Sound, conservative lines, with heavier construction than average, guarantee extra stability and comfort. Only the finest appointments, gear and equipment will be found on Vinyard Cruisers. Joiner work and finish are characteristic of the finest available in yester-year. Twin powered for extra security at sea, easier handling qualities.

We shall gladly forward brochures describing in detail these new Vinyards to all interested yachtsmen. Sales are handled direct from our plant which is located on salt water.

Designers and Builders of Yachts of the Highest Class for 47 years.

Both the Vinyard 40' Sedan and the 47' Cruiser carry very highest specifications, from their interlocking white oak keels thru the entire bill of particulars, available upon request. Built-in beauty and strength means absolute seaworthiness, incredible smoothness at every speed, with the governing factor in the design—solid comfort. May we give you more specific information on these fine yachts?

The Stately Vinyard 47

VINYARD SHIPBUILDING CO.

MILFORD, DEL.

Telephone Milford 254 and 373

18" Vogue Velva Baby

- 9 Months Old
- Vogue Dolls, Inc., are the originators of pure foam Latex Stuffing . . . patent pending.
- Heavy rubber washers and rust-proof parts at joints of arms and legs
- Natural rubber skin withstands oxidation . . . high elasticity prevents fingers and toes from being chewed off.

Here she is—the real, life-like BABY DOLL every child begs for, every parent seeks! Beautifully crafted by one of America's foremost designers to the exact likeness of an irresistible 9 months old.

Made to be "loved"—she's resistant to playful "tugs," imprudent handling and repeated "bathings."

Comes as illustrated above with sun suit, shoes and socks—or—charmingly dressed from our assortment of baby dresses and rompers. We have a fitted week-end case for the Vogue Velva Baby, too!

SEE OUR COMPLETE LINE AT TOY FAIR! BABIES and "LITTLE GIRL" DOLLS — 8" to 17"

JENNIE H. GRAVES, *Consultant*
VIRGINIA M. GRAVES, *Stylist*

Vogue Dolls, INC.

Fashion Leaders in Doll Society

New York Office and Showrooms:
AL MORITZ
1107 Broadway, Room 400—CHelsea 2-3993

Factory and Main Offices, 4 MYSTIC AVENUE, MEDFORD 55, MASSACHUSETTS

IMPORTANT: CONSUMER REPORT ON DOLL WIGS!

SURVEY: Consumer Research Report on doll wigs, conducted for Meyer Jacoby*

NATURE OF SURVEY: To determine consumer preference on doll wigs.

MADE AT: Leading department stores in metropolitan areas.

QUESTIONS ASKED AND ANSWERED:

1. WHAT COLOR HAIR DO YOU PREFER ON A DOLL?

ANSWERS:	
BROWN	12.5%
RED	8. %
BLONDE	66 %
BLACK	13 5%

2. DO YOU PREFER CURLY OR STRAIGHT HAIR ON A DOLL?

ANSWERS:	
CURLY	99.5%
STRAIGHT	.5%

3. IS BRUSHING AND COMBING A DOLL WIG AN INTERESTING POINT TO YOU?

ANSWERS:	
YES	99. %
NO	.5%

4. WOULD YOU BUY SEPARATE DOLL WIGS IF AVAILABLE?

ANSWERS:	
YES	78. %
NO	22. %

*This report was made by Harold Paris Advertising, Research Department

Curlex

Spirex

Glorex

Pigtail

Doll wigs by MEYER JACOBY are made to suit your public's preferences to assure you the highest degree of consumer acceptance.

These patented, durably constructed doll wigs help you sell dolls faster—for they are pretested and made to your public's requirements.

Meyer Jacoby

Manufacturers of Arranjay's Wigs

34 West 20th Street New York 11, N. Y.

18" Vogue Velva Baby

- 9 Months Old
- Vogue Dolls, Inc., are the originators of pure foam Latex Stuffing . . . patent pending.
- Heavy rubber washers and rust-proof parts at joints of arms and legs.
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2. DO YOU PREFER CURLY OR STRAIGHT HAIR ON A DOLL?

ANSWERS:	
CURLY	99.5%
STRAIGHT	.5%

3. IS BRUSHING AND COMBING A DOLL WIG AN INTERESTING POINT TO YOU?

ANSWERS:	
YES	99.7%
NO	.5%

4. WOULD YOU BUY SEPARATE DOLL WIGS IF AVAILABLE?

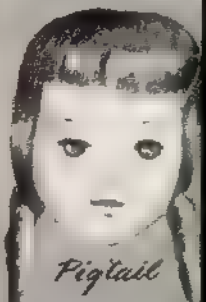
ANSWERS:	
YES	78.7%
NO	22.3%

*This report was made by Harold Paris Advertising, Research Department

Curlex

Spirex

Glorex



Pigtail

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These patented, durably constructed doll wigs help you sell dolls faster—for they are pretested and made to your public's requirements.

Meyer Jacoby

Manufacturers of Arranjay's Wigs

34 West 20th Street New York 11, N. Y.

ELECTRIC FANS

ROBBINS & MEYERS BANNER

2-SPEED OSCILLATING

Die cast construction, with bronze finish. Adjustable to wall bracket position. Induction type motor. Two-speed control switch on base. Air delivery of 1500 cubic feet per minute at high speed. Operates on 115 volt, 60 cycles, AC. Permanently attached cord.

No.	Size	Wt. each	Each
B16A6-0	16 in.	24 lbs.	★$39.95

12 INCH

Same as No. B16A6-0, but with air delivery of 800 cubic feet per minute at high speed.

No.	Size	Wt. each	Each
B12A6-0	12 in.	11 lbs.	★$26.95

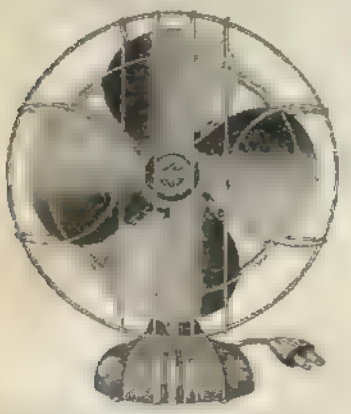
SINGLE SPEED OSCILLATING

Same as No. B16A6-0, but with single speed motor. Air delivery of 600 cubic feet per minute.

No.	Size	Wt. each	Each
B10A6-0	10 in.	9 lbs.	★$16.25

HANDY BREEZE

2-SPEED OSCILLATING



Heavy cast metal base, finished in buff brown. Two-speed control switch on base. Induction type motor. Oversize aluminum blades. Operates on 115 volts, 50-60 cycle, AC. Permanently attached cord.

No.	Size	Wt. each	Each
3104	12 in.	14 lbs.	★$22.95
3205	10 in.	11 lbs.	★ 14.95

SINGLE SPEED NON-OSCILLATING

Same as No. 3104, but non-oscillating. Has on-off switch and hinge for tilting.

No.	Size	Wt. each	Each
3909	8 in.	5 lbs.	★$5.95

All above, one in a carton

AIR CIRCULATORS

VORNADO 49ER

TWO-SPEED

Green baked enamel body and base, with gray propellers and trim. Propeller is housed for safety. Two-speed control switch on base for high or low. Can be tilted forward, straight up or in between. Air delivery of 1800 cubic feet per minute at high speed. Operates on 115 volt, 60 cycle, AC. Permanently attached cord.

No.	Wt. each	Each
20C1	7¼ lbs.	★$20.95

SINGLE SPEED

Same as No. 20C1, but with single speed motor. Air delivery of 1500 cubic feet per minute.

No.	Wt. each	Each
16C1	6¼ lbs.	★$22.95

VENTILATING FANS

ARCTIC-AIRE WALL TYPE

Box built into outer wall with grille attached inside. Fits walls of any thickness. Protected outer door seats perfectly into felt packing. Pull chain opens and closes door, and starts and stops motor. Air capacity of 510 cubic feet per minute. 110-120 volts, 60 cycles, AC.

No.	Size	Wt. each	Each
845R	8 in.	18 lbs.	★$26.15

ROBBINS & MEYERS

Similar to No. 845R, except it has 2 speeds. Air capacity of 690 cubic feet per minute at high speed. Operates on 110-120 volts, 60 cycle, AC.

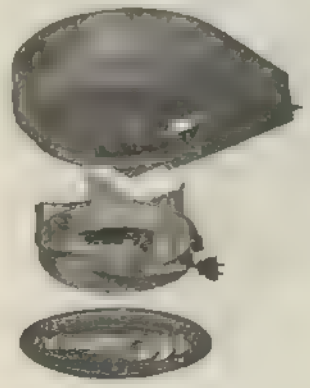
No.	Size	Wt. each	Each
G-1	10 in.	24 lbs.	★$30.30

All above, one in a carton

★ Factory Suggested Resale Price

VENTILATING FANS

PRYNE CEILING TYPE



Combination fan and blower for volume and power. Motor, blade and grille are removable for cleaning. Unit fits flush with ceiling. Has automatic damper and uses standard 3½x10-inch furnace duct. Size, 14x16x4¼ inches.

No.	Speeds	CFM	Wt. each	Each
210	2	500	22 lbs.	★$48.85
208	1	300	17¼ lbs.	★ 31.75

JUNIOR MODEL

Same as No. 208, but smaller size, 11½x13¾x4¼ inches.

No.	Speeds	CFM	Wt. each	Each
206	1	175	12½ lbs.	★$24.30

ELBOW

For vertical discharge use on any Blo-Fan model. Contains auxiliary baffle to turn air stream and keep air from piling up. Normally used for 90 degree turn of duct up from ceiling.

No.	Wt. each	Each
1	3¼ lbs.	★$2.65

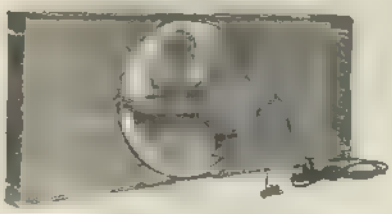
WALL CAP

For horizontal discharge use on any Blo-Fan model. Contains baffle to offset winds, and 2 auxiliary automatic louvres to prevent cold from backing into duct.

No.	Wt. each	Each
2	5¾ lbs.	★$4.50

WINDOW PANEL TYPE

ROBBINS & MEYERS



Gray finish. Adjustable to any window 23 to 34 inches wide and 11½ inches high. Four slots provide for mounting just inside the outer sash. Window can be closed and locked when fan is not in use. Fully enclosed induction type motor. Equipped with pull type toggle switch and pull cord 115 volt, 60 cycle, AC.

No.	Wt. each	Each
E10A6-VSP	16 lbs.	★$26.35

All above, one in a carton

ELECTRIC HEATERS

RADIANT TYPE

GENERAL ELECTRIC

Dark brown wrinkle finish with highly polished corrugated reflector. Nickel chromium wire heating units. Permanently attached cord with molded rubber attachment plug. Height, 18 inches; width, 13⅝ inches; depth, 8 inches. 120 volts, AC or DC

No.	Watts	Wt. each	Each
PH-1A1	1320	10 lbs.	★$15.95

One in a carton

WESIX

Portable wired-heat type, 15 inches in height, made of aluminum with heat-resisting enamel finish. Heating element with glowing coil supported throughout length by patented ceramic core. Permanently attached 6-foot cord and plug. 115 volts, AC or DC.

No.	Watts	Wt. each	Each
RCS-1¼	1250	7½ lbs.	★$14.40

One in a carton

NESCO

Rustproof aluminum construction with small grill openings. Two way action produces heat by radiation and circulation. Black plastic handle and legs Permanently attached 6-foot cord with rubber outlet plug. Dimensions: 14¾ inches high, 11 inches wide, and 8½ inches deep. 110-120 volts, AC or DC.

No.	Watts	Wt. each	Each
[illegible]	1250	3¾ lbs.	★$7.95

Four in a carton

REFLECTOR TYPE

GENERAL ELECTRIC

Finished in metalustre brown. 14-inch chrome plate reflector. Easily adjusted to throw heat in any direction. Permanently attached cord with molded rubber attachment plug. Height, 17⅝ inches. 120 volts, 115 volts, AC or DC

No.	Watts	Wt. each	Each
PH-2A1	1000	7 lbs.	★$8.95

HANDY HOT

For spot heating. Cast base finished in buff brown wrinkle enamel with matching enamel on outside of reflector. Removable conical heating element is backed by 13 inch chrome reflector, with heavy wire guard. Permanently attached cord and plug cap. 16½ inches high. 110-120 volts, AC or DC.

No.	Watts	Wt. each	Each
2903-H	1000	8 lbs.	★$6.95

GENERAL ELECTRIC

Heavy copper plated reflector, 10½-inch diameter. Sliding support permits vertical adjustment. Removable copper plated steel wire guard. Permanently attached 6-foot cord, with plastic plug. 115 volts, AC or DC.

No.	Watts	Wt. each	Each
PH-10A1	660	4¾ lbs.	★$6.95

All above, one in a carton

★ Factory Suggested Resale Price

ELECTRIC FANS

ROBBINS & MEYERS DELUXE

3-SPEED OSCILLATING

Finished in lustrous gunmetal with silver bronze striping and guard. Patented overlapping blades. Three-speed control switch on base. Adjustable to wall bracket position. Induction type motor. Air delivery of 1740 cubic feet per minute at high speed. Permanently attached 8-foot cord. 115 volt, 60 cycle, AC.

No.	Size	Wt. each	Each
D16A6-0	16 in.	27½ lbs.	★$49.25

12-INCH

Same as No. D16A6-0, but with air delivery of 1050 cubic feet per minute at high speed.

No.	Size	Wt. each	Each
D12A6-0	10 in.	25½ lbs.	★$39.95

SINGLE SPEED OSCILLATING

Same as No. D16A6-0, but has single speed motor. Air delivery of 640 cubic feet per minute.

No.	Size	Wt. each	Each
D10A6-0	10 in.	18 lbs.	★$24.35

All above, one in a carton

ARCTIC-AIRE

3-SPEED OSCILLATING

Finished in duotone Nile green, with silver guard. Adjustable to wall bracket position. Induction type motor. At high speed delivers 1725 cubic feet of air per minute. Operates on 110 volt, 60 cycle, AC. Permanently attached cord.

No.	Size	Wt. each	Each
163R	16 in.	25 lbs.	★$41.85

16-INCH

Same as No. 163R, but delivers 1075 cubic feet of air per minute at high speed.

No.	Size	Wt. each	Each
128R	12 in.	14 lbs.	★$31.40

Above, one in a carton

SPOTLIGHT

MASQUERADE COSTUMES!

Walt Disney's Famous Characters!

From "BAMBI" and "FUN AND FANCY FREE"

- ★ BONGO
- ★ MICKEY MOUSE
- ★ MINNIE MOUSE
- ★ DONALD DUCK
- ★ BAMBI
- ★ THUMPER
- ★ JIMINY CRICKET
- ★ LULU BELLE

plus all the other Lovable Disney Characters

And A Full Assortment of

HALLOWE'EN FAVORITES

BEN COOPER

INCORPORATED

Factory and Offices:
18 West 20th Street
N. Y. 11, N. Y.

SHOWROOMS
200-5th AVENUE
ROOM 325

In Attendance
SAM DRELICH HERBERT DRELICH
NAT COOPER

inez Holland House

Fifth avenue

200

Room 518

she's lovely
she's not engaged
she's maizie makeup

. . G'mbel's calls her the glamour girl of the dol world . . . Maizie Makeup the doll that can be made up with her own over the shoulder make up kit containing real lip-stick rouge cleansing tissue and a bright new penny for Mad Money . . . typical of the new the unusual and the promotional you'll always find at Inez Holland House . . . home of Buttons

Holson Division of Inez Holland House

UNIVERSAL NOVELTIES *Presents*

WALT DISNEY'S

donald duck *Safe*

ELECTRIC SCISSORS

Including complete portfolio of WALT DISNEY character cut-outs

WALT DISNEY FREE

COLORFUL

AT THE **TOY FAIR** McALPIN HOTEL Rooms 1034-36 New York

THE *New Look* IN KIDDIELAND'S PARADE

Here's Donald Duck as fascinating Electric Scissors that are perfectly safe. Here are hours of fun for the youngsters — with plenty of profit thrown in for you.

It's a smart item — big-time — expensive looking, but it's a best-seller because the price is right. Get a supply now — packed 24 packages to the carton.

Equipped with General Electric Cord

Representatives:
GEO. FRANK
1160 Broadway, New York
RANDALL CO
19 N W, 20th St., Miami, Fla.
THOREBON SALES CO
402 So. Ervay St. Dallas, Tex.

UNIVERSAL NOVELTIES CORPORATION
[illegible]

TOY NEWS AND NEW TOYS

Bernard L. Gottlieb

BERNARD L. GOTTLIEB SPECIALIZES IN TOY EXPORTS

Bernard L. Gottlieb announces that he has established the firm of Bernard L. Gottlieb, Inc., Breslin Building, 1186 Broadway, New York 1. Mr. Gottlieb's new firm will specialize in exclusive export sales representation for manufacturers of toys, novelties and gifts in addition to representation of prominent overseas firms as resident buying agent.

Mr. Gottlieb, prior to the war, was active in the toy wholesale field during which time he devoted the major portion of his time to toy export activities. His past experience, therefore, gives him an excellent background for the successful operation of his own firm. He states that his organization has an experienced sales force all over the world with every facility for the aggressive distribution of American-made toys. Among the American toy manufacturers now represented by Bernard L. Gottlieb, Inc., for overseas business are Standard Toykraft Products, Inc., The Geo. S. Scott Mfg. Company and The M A. Henry Co., Inc

ELASTIC PLASTIC MAGIC MODELING SETS

L. H. Klinger, President, Flora-Lee Industries, Lansing 12, Michigan, in a recent interview regarding their new Elastic Plastic Magic Modeling Sets said, "A heretofore unpublicized, unheralded product, 'our new Elastic Plastic,' is today the reality of desired accomplishment.

"This original as well as exclusive product is manufactured from the finest of raw materials obtainable and are expertly blended and processed into a durable, colorful Elastic Plastic. It is a new scientific development originated by our own firm."

Mr. Klinger went on to say that the educational, creative and entertainment features of Elastic Plastic Magic Modeling Sets appeal to all ages with particular emphasis on vocational development in the promotion of arts, crafts and hobbies During the relative short time it has been on the market, he states that their product has aroused keen interest among teachers and educators. Each Elastic Plastic Set is distinctively packaged and includes 4 different colored jars of plastic material any youngster can easily model into almost uncounted artistic articles with his Elastic Plastic Set without the use of water, paints or heat. Mothers are delighted to learn that the material will not stick in rugs upholstery or hair and cannot stain or discolor clothing It can be used equally well for carving, stamping or modeling

Elastic Plastic Magic Modeling Sets are currently displayed together with an assortment of real models which have been made by youngsters from 3 to 16 years of age at the Showroom of Brinkman and Tillman, 112 Arcade, 200 Fifth Avenue, New York

THE MASTER BUILDER

The Master Builder, a recently introduced plastic construction set, is a welcome addition to the children's world The bright reds, greens, yellows, and blues, of the toy's cogs and tubes, and the precision tooling which permits the accomplishment of intricate projects are both elements stimulating to the child's imagination When put together, a Master Builder construction project, such as a merry-go-round or ferris wheel, is sturdy and permanent enough to be driven by a small electric motor. The plastic is washable in warm water and will not break or splinter under ordinary usage. The vivid colored toy has proven a success with children ranging from tiny tots having fun with their simple projects, to the older boy and girl who find interest in actually applying scientific principles of building construction to their games

Plastic flashlight by Precision Specialties

PLUTO FLASHLIGHT

Walt Disney's canine now serves the useful function of pointing the way. Press his tail and the light concealed in his mouth gives forth the same beam as pencil type flashlights. The case is molded of gleaming red Lustron, polystyrene plastic product of Monsanto Chemical Company's Plastics Division. Moulded by Precision Specialties, Inc., of Los Angeles, Calif., and marketed by Revell Plastics, 210 No Western Ave., Los Angeles 4, Calif

NEW ESCALATORS FOR MAISON BLANCHE

Four-foot, high-speed escalators operating up and down on all floors of the Maison Blanche Company store will be installed soon, Herbert J. Schwartz, president, announced.

Modern escalators will replace the present one, which was installed in 1928 as the first in a department store in New Orleans.

The new escalators, capable of transporting 65,000 persons daily, will be the latest in high-speed design, embodying every protection for shoppers.

Charlie Snyder

CHARLIE SNYDER WITH ALEXANDER DOLL COMPANY

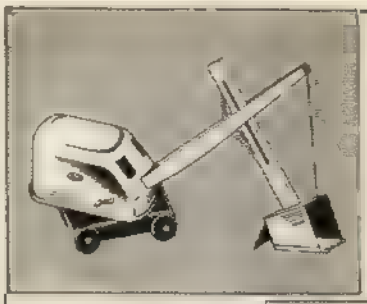
Charlie Snyder has recently joined the sales forceof The Alexander Doll Company. Mr. Snyder brings to his new connection a long background in the doll business and is looking forward to greeting Toy Fair viistors at the conveniently located Alexander Showroom, 153 East 24th St., New York 10.

MELTON REPRESENTS HALPERN

In a recent announcement by the J. Halpern Company, 810 Penn Ave., Pittsburgh, Pa., James R. Melton has been appointed southern representative for Halco Products, including dolls, Texan Holster Sets, American Beauty Sparklers, Halco Costumes, Silver Bright Icicles and Snow. Superb Brand and Doughboy Caps and Halco Sky Fliers. Mr. Melton's territory will cover the states of Texas, Oklahoma, Louisiana, Arkansas, Tennessee, Mississippi, Alabama, Georgia, Florida, North and South Carolina. A permanent display room for Halco Products will be maintained by Mr. Melton at 324 Santa Fe Bldg., Unit 2, Dallas 2, Texas. Mr Melton, known throughout the trade as Jimmy, has been prominent in the toy field for many years. This is his first association with the J. Halpern Company.

STURDY SLEDS

The Pratt Manufacturing Company of Coldwater, Michigan, have been producers of steering sleds for many years. Their "Silver Streak" sled is especially designed for speed, stamina and beauty. Streamlined; the high front, tapering gently to the rear and the grooved, properly curved runners offer less resistance and cut clearly through the snow. Runners are high carbon steel assuring great strength and flexibility. Sturdily built—the shapely decks are made of selected hardwood, attractively decorated and covered with two coats of weather-resistant varnish. Runner sections, heavy reinforced knees and all other metal parts baked aluminum finish. Patented safety guard on rear of Sled, together with patented steering device, puts this sold ahead of all competition in value and customer acceptance



No. 100

STEAM SHOVEL

Beautiful Orange and Black — Baked Enamel Finish

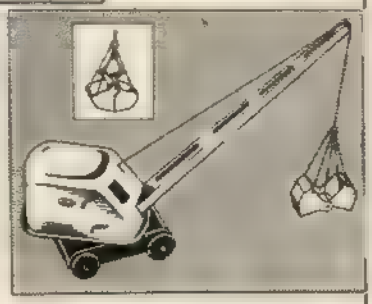
18" Long, 7½" High, 5" Wide

No. 150

CRANE & CLAM

Bright Yellow and Black — Baked Enamel Finish

26" Long, 7½" High, 5" Wide



Heavy Steel • Rubber Wheels

Toy Fair Display: 864 McAlpin Hotel

Mound Metalcraft, Inc.

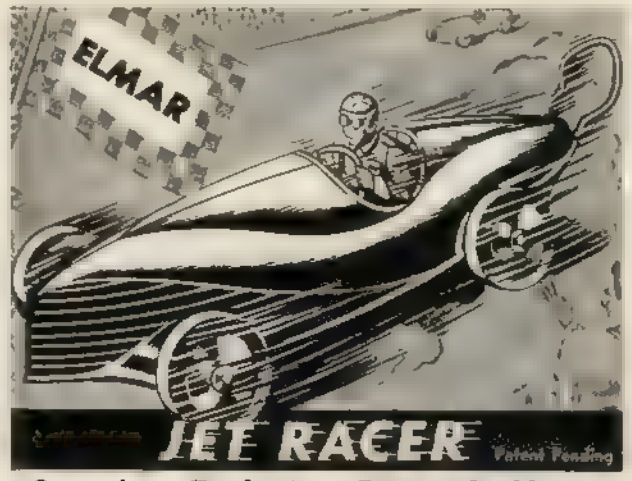
Manufacturers — Distributors
Metal Products

MOUND, MINNESOTA

EMBOSSED A·B·C BLOCKS
PRE-SCHOOL TOYS
DOMINOES · CHECKERS
GAME KITS · ETC.

The EMBOSSING COMPANY

ROOM 440 200 Fifth Ave., New York, N. Y.



Speedy — Exclusive Catapult Motor

NO WINDING

1. **New! Novel!** Nothing like it!
2. **Safe**—No exposed springs or working parts. No broken springs!
3. **Colorful**—Variety of two tone plastic color combinations.
4. **Fast seller** — Instant appeal to young and old.

The Biggest 39c retailer since the war

See the complete line of Elmar "Counter-proved" toys
BOOTH #739
TOY SHOW

Makers of the famous All Plastic Singing Bird

ELMAR PRODUCTS CO.
Headquarters for Magnetic Toys
1133 Broadway • New York 10, N. Y.

Come and Visit Us At

The Toy Fair!

"THERMASEAL"
INFLATABLE TOYS
BEACH BALLS
etc., etc.

Will Be on Display In

Room 610 Hotel McAlpin

•

BESPAR PRODUCTS CORP.
719 Broadway, New York 3, N. Y.

Red hot

for '48!

A new line of Wannatoys priced to give you fast turnover and big volume

It's the hit line of plastic toys for 1948! Wannatoys lead the field again—in color, in action, in durability . . . in fresh newness of items! And every new Wannatoy has been planned to cash in on the big-volume, low-price market. Steal a march on the crowd by ordering these new items now—but be sure to come see the complete Wannatoy line at our big exhibit.

ROOM 1114—HOTEL McALPIN
1948 AMERICAN TOY FAIR

The latest thing . . .
PLASTIC JET AUTO No. J-2
Suggested Retail 10c

New as tomorrow, this "jet job" has all the appeal of the 25th Century! 3½" long x 1½" wide x 1¼" high. 24 to chipboard box, 1 gross to shipping carton, approx. weight 6 lbs.

Mixing drum revolves!
PLASTIC CEMENT MIXER No. M-2
Suggested Retail 10c

It's brand new and going like wildfire! In 3 colors, 3¼" long x 1⅝" wide x 1¾" high. Packed 24 to chipboard box, 1 gross to shipping container. Approx. wt. 7 lbs.

ASSORTMENT STOCKING No. X-1
Suggested Retail $1.00

10 assorted Wannatoys packaged in a transparent, "see-what-you-buy" stocking. Approximately 14" long, 4" wide. Packed 24 stockings to shipping carton, approx. weight 9 lbs.

Colorful Cookery!
PLASTIC KITCHEN SET No. S-2
Suggested Retail 29c

12 plastic kitchen utensils attractively packaged in cellophane bag. 6 dozen sets to shipping container, approx. wt. 7 lbs. A fast-selling item!

An all-time favorite!
PLASTIC CAR SET No. C-1
Suggested Retail $1.00

You can't beat this set for steady popularity. Box size 12" x 8¼" x 2¼"—car size 3½" x 1½" x 1¼". 4 cars and 2 dump trucks to set. 24 sets to shipping container weight 16½ lbs.

Its body raises and lowers!
PLASTIC DUMP TRUCK No. D-2
Suggested Retail 10c

A big-volume seller! 3½" long x 1¼" wide x 1¼" high. Packed 24 to chipboard box, 1 gross to shipping container. Approx. weight 6½ lbs.

WANNATOYS

DILLON-BECK MFG. CO.
Hillside, N. J.

National Sales Representative: SMITH-BENNY SALES COMPANY, 11 West 42nd Street, New York 18, N. Y.

Beautiful BALLS and

Designed for immediate customer acceptance, Eagle Sponge and Inflated Balls will stimulate your toy sales. Eagle is the prestige ball line of the year—most modern in designs—featuring commanding decorations—brilliant contrasting colors.

All Eagle Balls are decorated with the highest quality flexible plastic finishes, assuring lasting beauty.

New Eagle Balls that you will want to feature are Fluffy, the dog, whose facial expression wins customers easily and quickly—and Mottled Sponge Balls with their blend of rich coloring.

DISPLAYS:

NEW YORK - - - - Room 538, 200 Fifth Ave.
CHICAGO - - - - Room 1524, 209 S. State St.
LOS ANGELES - - - - - - 307 West 8th St.

EAGLE PRODUCTS ARE SOLD BY THE LEADING JOBBERS

EAGLE RUBBER CO.,

DURING THE TOY FAIR SEE THE EAGLE LINE AT

Red hot

ROOM 1114 — HOTEL McALPIN
1948 AMERICAN TOY FAIR

for '48!

A new line of Wannatoys priced to give you fast turnover and big volume

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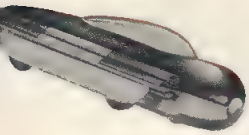

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WANNATOYS

DILLON-BECK MFG. CO.
Hillside, N. J.

National Sales Representative: SMITH-BENNY SALES COMPANY, 11 West 42nd Street, New York 18, N. Y.

"Hurray for 'Quick-Clean' washing!" says Art Linkletter

"LET ME ASK YOU, girls—do you *sing* on washdays?

"Do you toss off your weekly laundry in double-quick time—then sit back and relax? You *will*—with a grand, new General Electric Washer!

"No kidding, washday is practically *carefree* with this honey of a machine. And I've never seen whiter wash than General Electric's 'Quick-Clean' washing—done in quick-time, too!

"I've been putting some mighty heavy, grimy clothes in there, too, and they come out as brand-span clean as those lightweight ones. And this washer's so easy to operate—even I can do it! (Why not get your *husband* interested?)

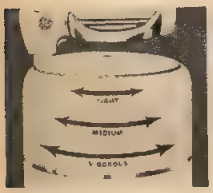
"I'll be telling you more about this washing beauty on 'The General Electric House Party,' CBS Network, five days a week. In the meantime, hurry to your General Electric retailer's and let him demonstrate this wonder-worker for you!"

Model shown, AW 332. General Electric Company, Bridgeport 2, Connecticut.

For easier, happier washdays—

All-Electric Laundry!

ENJOY "QUICK-CLEAN" WASHING WITH ALL THESE FEATURES!



G-E Washing Zones—Triple "Activator* Action" continually guides your clothes through three washing zones—Light, Medium, Vigorous.

*Trade-mark Reg. U. S. Pat. Off.

G-E One-Control Wringer—Exclusively General Electric. One control starts, reverses, releases! Knob regulates pressure for every fabric. Kind to buttons.

G-E "Permadrive" Mechanism—No exposed machinery. Only four moving parts, permanently lubricated! Example of G-E precision engineering you'll appreciate.

G-E Adjustable Timer—Regulates washing or rinsing time up to 15 minutes. Set it to HOLD position for continuous operation. OFF position stops the motor—a very handy feature.

GENERAL ELECTRIC

YOU DON'T HAVE TO BE TWINS

UNIVERSAL'S 2 SPEED WASHER

DOES EVERYTHING IN THE WASH SAFELY!

1 AMAZING NEW LOW SPEED ELIMINATES TIRESOME HAND LAUNDERING OF FINE GARMENTS!

2 EXTRA-THOROUGH REGULAR SPEED FOR FORCEFUL CLEANING OF HEAVY GARMENTS.

FIRST, TOO, with the NEW SUPER-SAFE

CONTROL-O-ROLL WRINGER

Universal is first with the sensational new "Control-O-Roll" Wringer for *safety without stopping to think.* A slight instinctive pull on the clothes or wringer will stop the rolls instantly. And for new convenience—a gentle push shifts the wringer to any operating position.

A NEW KIND of washday is here! The new Universal 2-Speed Washer does all your washing—your sheerest lingerie and filmy curtains as well as heavy garments and work clothes. No more holding out your fragile pieces for tiresome hand laundering. Universal, for the first time, gives you "Two-Way" controlled speed washing. Simply set the exclusive Speedselector to *LOW* for your delicate silks and fine woolens...to *REGULAR* for thorough washing of heavy fabrics and extra-soiled garments. There's no danger of overwashing, no tedious watching. Universal's Time-A-Matic Timer automatically times washing, shuts off current. Special Protect-O-Switch guards against overloading.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

See This AMAZING New Washer Before You Buy!

LETTERS *from*

.. facts of life are everyday

What's the Fuss About?

DEAR EDITOR: To those of us with farm background, all this to-do stirred up by sex education is a little amusing. The facts of life are all such a part of farm life that they are commonplace. Farm-reared children are pretty well acquainted with the mysteries of reproduction by the time they start to school. And it all comes as naturally as water flowing down the hill.

What farm child hasn't found a nest of eggs in the weeds after Biddy has taken off with the first two or three hatched chicks? And busted every one of the eggs to see what was inside? Since the eggs were doubtless laid in Biddy's nest at varying dates—especially if another hen laid in with Biddy the reproduction story is cracked wide open!

New lambs and piggies and calves bring the wonderful miracles of recreation to the tiniest tots. And as they are old enough to toddle about at chore time, growing into duties of their own, little pieces of the great pattern fall into place, without question or thought of shame.

It is only when human beings are involved that the pattern seems to take on some hidden something. This thing known as civilization seems to have created a lot of bugaboo that has to be torn apart and built up again just about where our farm youngsters had it figured out in the first place.

Maybe it might not be a bad idea for every child to spend at least six months—preferably spring and summer—on the farm. And it wouldn't hurt some of our city-bred educators, either.
—*Beulah M. Davenport, Washington*

To Vote—Or Not to Vote

DEAR EDITOR: Which is worse: not to vote or not to know what or whom you are voting for?

Every year, as election time ap-

Say "Merry Christmas" with an ELGIN

$37.50 to $71.50

Make Elgin Watches a cherished gift tradition in your family

Chosen by four generations of distinguished Americans for superb individuality and expert craftsmanship. Now Elgin brings you the most important watchmaking development in over 200 years—the DuraPower Mainspring. Will not rust, holds its original springiness indefinitely, is non-magnetic and cannot be broken by overwinding. Star-timed Elgins give you beauty, too. There are exquisite, original creations that will thrill any feminine heart; there are handsome models for men. No extra charge for Easy Terms due to standard practice. Beautifully boxed. Postpaid (Shipping weight each 9 oz.). Shown ¾ actual size. All prices include 10% Federal Tax. Watch bands 1/20 12K gold filled or better quality.

Give him the watch he'd choose for himself . . . an Elgin

A **Elgin** in a modern, streamlined style . . . designed for the strictly masculine taste Smart 10K yellow gold filled case Has stainless steel back. Ridged ends add a different touch Silvered dial, gilt numerals, hands Leather strap
4 N 0700TE 15 jewels **$37.50**

B **Elgin** with heavy-looking expansion band that gives an air of distinction to the modern square case 10K yellow rolled gold plate case, gold filled band, stainless steel backs Gilt hands and raised numerals, dots on silvered dial
4 N 0701TE -15 jewels **$42.50**

C **Elgin Deluxe** . Gleaming beveled style with clean, vigorous lines 10K yellow gold filled case is highly polished Silvered dial with gilt hands, raised numerals and hour markers Domed crystal Leather strap.
4 N 0702TE 17 jewels **$47.50**

D **Elgin Deluxe** . masterful watch design 10K yellow gold filled square case with smooth curved effect Ultra modern large size that's always smart Flexible, finely woven gold filled mesh band Silvered dial with raised gilt numerals and hour markers, gilt hands
4 N 0703TE—17 jewels **$60.00**

E **Lord Elgin** . designed to appeal to men who know and appreciate the finest in watch quality and style Dignified 14K yellow gold filled case with gleaming, beveled end pieces Silvered dial, gilt hands and raised numerals, hour dots Handsome leather strap
4 N 0704TE 21 jewels **$67.50**

F **Lord Elgin.** One of these remarkable watches belongs on your Christmas list. Distinguished, smart they achieve dramatic style by the knowing use of design 14K yellow gold filled case Silvered dial, gilt numerals, hands Leather strap Domed crystal.
4 N 0705TE 21 jewels **$71.50**

Be a Proud and Popular Santa . . . give her an El

G **Elgin** in richly polished, 10K yellow gold filled case. Stainless metal back Sparkling, swirling end pieces give this watch an extra touch of superb styling Silvered dial with gilt hands and numerals. Black cord band, *state wrist size.*
4 N 0750TE 15 jewels **$39.75**

J **Elgin.** At last something excitingly new! Smart square dial between charming curved end pieces . . . trim "telescope" link expansion band to match 10K yellow gold filled case. Case has stainless metal back. Silvered dial with black numerals, gilt hands.
4 N 0752TE—15 jewels . . **$47.50**

L **Elgin Deluxe** with petal-ends burnished to a brilliant luster, sparkling high-curved crystal Matching link band reflects the same petal design 10K yellow gold filled case and matching bracelet Raised gilt markers, numerals and hands. *State wrist size*
4 N 0753TE—17 jewels **$55.00**

N **Lady Elgin** one of the newest and most charming of all watch styles! Modern stepped sides, gloriously sparkling end pieces 14K yellow gold filled case with high domed crystal Silvered dial gilt numerals and hands Black cord band, *state wrist size*
4 N 0757TE—19 jewels . **$67.50**

H **Elgin** with brilliantly [illegible] eled link bracelet in a s[illegible] ning new style. Richly polis[illegible] 10K yellow gold filled [illegible] has stainless metal back [illegible] filled band; *state wrist size.* [illegible] tinctive case. Silvered [illegible] gilt numerals and hands.
4 N 0751TE—15 jewels **$47**

K **Elgin Deluxe** for sentim[illegible] tal, and practical, Sa[illegible] . . . delightfully sophistica[illegible] case combined with the fam[illegible] Elgin dependability 10K [illegible] filled. 17 jewels. Domed c[illegible] tal. Black cord band; [illegible] *wrist size*
4 N 0753TE—Yellow gold **$50**
4 N 0754TE—White gold **$5[illegible]**

M **Elgin Deluxe** for a gift [illegible] is gay and deeply thrill[illegible] 10K yellow gold filled [illegible] with gleaming, curved [illegible] Matching "telescope" link [illegible] panson band is the r[illegible] "Bretton Queen" Silve[illegible] dial has raised gilt numer[illegible] hands.
4 N 0756TE—17 jewels **$57[illegible]**

P **Lady Elgin** . . the ar[illegible] crat of fine watches. [illegible] square case with gleam[illegible] black overlay on ends is [illegible] cious 14K gold High dom[illegible] crystal Silvered dial, [illegible] hands, numerals 19 jew[illegible] Black cord band, *state wrist [illegible]*
4 N 0758TE Yellow gold **$71[illegible]**
4 N 0759TE White gold **$71[illegible]**

Sears has the right watch for everyone on your Christmas list Buy on Sears Easy Terms—See page 243

The wonderful time we've spent together...

FOR OUR ANNIVERSARY—the finest watch
I could get, to remind you, every single moment,
of the wonderful time we've spent together.
so many happy hours that have gone so very fast—
from that first day that seems like yesterday.
Bless you for the time we've had—
and for the promise of the years to come.

FOR A GIFT to cherish—none is more perfect than
a watch. Your jeweler has a wide choice to show you,
achievements of free craftsmen of America and
Switzerland—oldest democracies on two continents.
No matter what the make of your watch,
it can be repaired economically and promptly.
thanks to the efficiency of the modern jeweler.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF SWITZERLAND

Make this a time to remember . . .

IF YOU COULD SEE the yearning in those eyes, you'd know the joy that waits for you when you present her with her first important watch.

For this is the time to which everyone who's young looks forward, a time when it's such fun to mark the precious moment of growing up with the most perfect gift of all.

FOR A GIFT to cherish—none is more perfect than a watch. Your jeweler has a wide choice to show you, achievements of free craftsmen—of America and Switzerland—oldest democracies on two continents.

No matter what the make of your watch, it can be repaired economically and promptly, thanks to the efficiency of the modern jeweler.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF SWITZERLAND

See "The 1948 Watch Parade" at your jeweler's—October 10th to 24th

LIGHT WEIGHT ALL WOOD BOATS

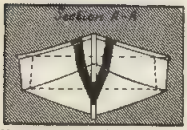
NEW STYLES AND MODELS — 12 FT. AND 14 FT.

WATER MASTER

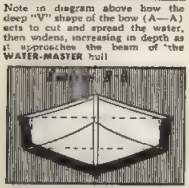
SAFE V-BOTTOM
EASY TO HANDLE
ADAPTABLE
ROOMY
DURABLE
NO NAILS

LATEST IMPROVED
SAFE V-BOTTOM
DESIGN

Note in diagram above how the deep "V" shape of the bow (A—A) acts to cut and spread the water, then widens, increasing in depth as it approaches the beam of "the WATER-MASTER hull



As the "V" approaches the point (B—B) at the beam, it loses its sharp cleaving character and definitely "rounds" out at its lowest point.



The "rounding" feature then gradually disappears into the horizontal plane of the flat bottom section (C—C), above, which continues for proportionate distance into the new "Super-Stern."

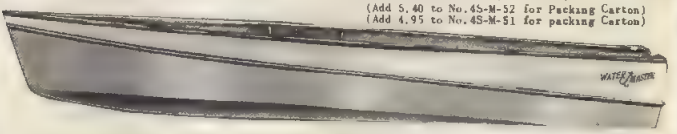
SUPREME WITH SPRAY DECK — 12 FT. AND 14 FT. MODELS

An all around boat in the popular 12 and 14 ft. lengths. Of proven design and remarkable performance. Smart and trim in appearance and style that appeals especially to the outboard enthusiast. Staunch and speedy, easily maneuvered with bottom strength provided. Spray deck 42½ in. long streamlines the bow and also provides dry storage. Full length splash deflectors and curved tumblehome transom are essential designed features. Exceptional performance with small motors and capable of handling the larger sizes. Easily handled with oars and light enough to be transported on top of car.

Has 5 ply full ½ in. thick V-bottom, wide beam and ample depth for seat worthiness. Greater seating capacity for increased loads. Wood screw assembled. Finished in attractive 3 color durable bakelite. Constructed to assure the same of performance.

No. 4S-M-52: 14 ft. model. List 182.50; Pkg. ctn. 5.40
Dealer's, each 136.88; Lots of 3, each, 127.75
Net . . . . . **125[19]**
No. 4S-M-51: 12 ft. model. List 157.50; Pkg. ctn. 4.95
Dealer's, each, 118.12; Lots of 3, each, 110.25
Net . . . . . **108[04]**

(Add 5.40 to No. 4S-M-52 for Packing Carton)
(Add 4.95 to No. 4S-M-51 for packing Carton)



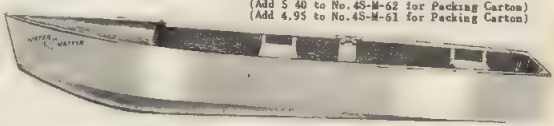
SUPER OPEN STYLE — 12 FT. AND 14 FT. MODELS

The Ideal craft for rough water fishermen, easily rowed yet fast under outboard power with the style and trim appearance that gives pride of ownership. These models are the same as the Supreme except provided with bow seat in place of spray deck

No. 4S-M-62: 14ft. model. List 170.00; pkg. ctn. 5.40
Dealer's, each 127.50; Lots of 3, each, 119.00
Net . . . . . **116[62]**
No. 4S-M-61: 12 ft. model. List 147.50; pkg. ctn. 4.95
Dealer's, each, 110.62; Lots of 3, each 103.25
Net . . . . . **101[18]**

(Add 5.40 to No. 4S-M-62 for Packing Carton)
(Add 4.95 to No. 4S-M-61 for Packing Carton)

DELUXE
12 FT.
WITH
SPRAY
DECK

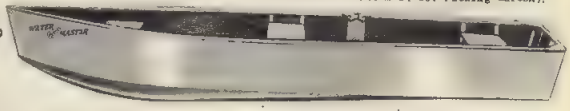


Deluxe Model Water-Masters are the finest boats of their type ever offered. Built of quality materials by master-craftsmen, incorporating proven design principles. They offer the user maximum safety, comfort, durability and ease of handling both in and out of water. Ideal for rowing and for outboard motor use. Equipped with 36 in. two seat on custom built plywood foredeck that protects the interior from speed-thrown spray. Rib frame work of solid clear pine, cut, beveled and fitted to shape. Solid one-piece prow of double rabbited clear pine. Super stern is heavy duty, especially designed for outboard motor use, with center and side supports, plus secondary rib. Solid one-piece full length keel combined with keelson to make a T beam, which rigidly supports the bottom from stem to stern. Interior and deck finished with two coats Marine Spar Varnish, Exterior two coats, waterproof primer, finished with bakelite green. Complete with seats, floor boards and oarlocks.

No. 4S-M-34: List 112.50; pkg. ctn. 4.00
Dealer's each, 84.50
Net . . . . . **82[80]**

(Add 4.00 to No. 4S-M-34 for Packing Carton).

STANDARD
12 FT.
OPEN
STYLE



Standard models are prime favorites with fishermen, hunters and outdoorsmen. They incorporate every detail of the Deluxe Model except have forward seat instead of spray deck. Furnished complete with seats, floorboards and oarlocks. For outboard use or oars.

No. 4S-M-33: List 102.50; pkg. ctn. 4.00
Dealer's, each 77.00
Net . . . . . **75[46]**

(Add 4.00 to No. 4S-M-33 for Packing Carton).

BOATS NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

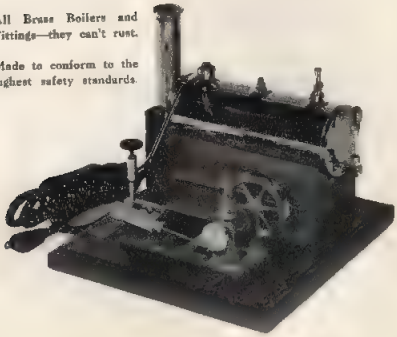
Poochie Says...

Today, as for 65 Years, Wise Buyers *Always* Select

WEEDEN
STEAM ENGINES

All Brass Boilers and Fittings—they can't rust.

Made to conform to the highest safety standards.



Yes!—the good old name WEEDEN still reigns supreme in the field of Toy Steam Engines!

The original skilled Weeden craftsmen are on the job in the famous New Bedford plant under the direction of Wm. Ritchie, Jr., turning out America's Finest Toy Steam Engines. Remember—you take no chances when you buy the Weeden Line—you are *sure* to get the best.

ON DISPLAY IN

ROOM 309—200-5th AVE.

In Attendance:
GEORGE, LEO, BOB WALLACH
and MISS FAYE

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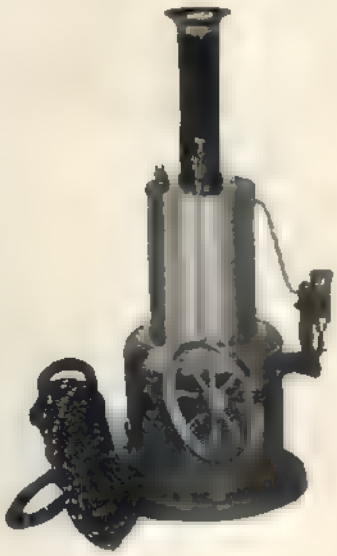
DIVISION NATIONAL PAIRPONT CO.

NEW BEDFORD MASS.

Poochie Says...

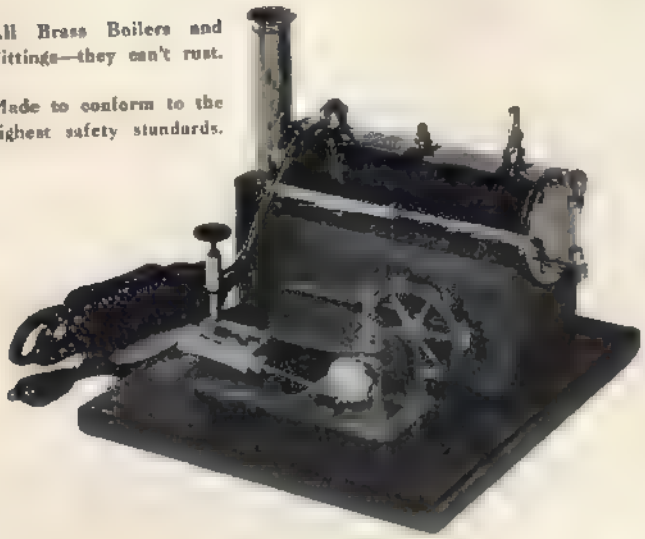
Today, as for 65 Years, Wise Buyers *Always* Select



WEEDEN
STEAM ENGINES

All Brass Boilers and Fittings—they can't rust.

Made to conform to the highest safety standards.



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ROOM 309—200-5th AVE.

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DIVISION NATIONAL FAIRPONT CO.

NEW BEDFORD MASS.

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PRE-SCHOOL TOYS

ALL STEEL
ALL-DAY-PLAY DESK

Here's a sensational innovation in Play Equipment with a tremendous sales appeal. It presents a combination of amazing features that put it in a class by itself for terrific value. ***Adjustable*** —it folds compactly—has removable black and white Blackboard and many play accessories that fascinate every youngster.

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We're ready ***today*** with the Hammer and Peg Table of tomorrow. All Steel construction—it's built with the strength of a skyscraper. Priced to sell in big volume. Comes with sturdy Utility Bench and finest play accessories including: colorful pegs, turned mallets and many other features.

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Factory: 238 HERKIMER STREET, BROOKLYN, N. Y.

TWENTY-SIX FOOT DELUXE SPORT CRUISER

STURDY . Fairliners Triple-Strength hull sturdy frames of full sawed aircraft spruce, spaced on 12" centers (far closer than most) for triple strength. Double planked bottom with outer planking of mahogany. Genuine Everdur fastened throughout

ROOMY More space than you'd expect in a 26 footer. Spacious cabin with head room in enclosed trailer. Two settee berths that are comfortable as your own bed at home. Complete conveniently arranged galley. Carpeted floor and sound absorbing fiberglass overhead. Beautifully upholstered and luxuriously appointed. Roomy cockpit with various seating arrangement

Acclaimed Coast-to-Coast for its Outstanding Performance

Western *Fairliner* for 1948

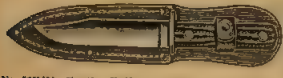
THRILLING SPEED, sea-going performance and superb craftsmanship have established the Fairliner Deluxe Sport Cruiser as the finest of its kind in America. Sportsmen from coast to coast have chosen this fast, exceptionally dry, high-maneuverable twin-screw cruiser. In New York, Florida, California waters, and elsewhere, Fairliners are out-performing even larger cruisers. They go to sea when others huddle in protected waters. The new 1948 DeLuxe Sport Cruiser with speeds to better than 40 m.p.h. will get you there faster and with utmost safety and comfort. For those who want the *best* in everything the brilliant Fairliner Sport Cruiser with its spaciousness, its rich fittings and finish is the *only* choice. See the Sport Cruiser and other smart Fairliner models at the 38th Annual National Motor Boat Show. Place your order now to be sure of delivery for this winter's southern fishing or for spring cruising. Write now for free literature.

FAIRLINER DIVISION • WESTERN BOAT BUILDING COMPANY
Tacoma 2, Washington

Outdoor Cutlery and Hunters Needs

No. 6452—Hunting Knife. The 4¾-inch forged blade is of high grade hardened and tempered steel. Blade has mirror finish and is fitted with a genuine leather handle. Complete with extra heavy genuine leather sheath. Altogether a proud possession. Overall length, 9 inches.
Each . . . **$1.75**

No. 6453—Kinfolks Hunting Knife. An excellent knife and genuine leather sheath similar to above. Knife has 4-inch blade and is fitted with handle in genuine leather with colored composition and brass inserts. Overall length, 8 inches.
Each **$1.70**



No. 36K401—Hunting Knife. Features mirror finish tempered carbon steel 5-inch blade, hard black plastic stag-effect handle that is shaped for easy grip and brightly polished brass rivets holding the handle firmly in place. Excellent for skinning, slicing and carving. Complete with extra heavy genuine leather sheath. Length, overall, 8¾ inches.
Each . . . **85¢** Per dozen . . **$9.60**

No. 24P427—Automatic Pocket Knife. Precision built automatic press button pocket knife with safety lock—opens quick as a wink. Has mirror polished high-carbon steel blade. Entirely brass lined. Sure grip colored plastic handle—assorted colors. Length of knife 4¼ inches with 3 inch blade.
Each **80¢** Per dozen **$8.75**

No. 24P425—Fish Knife. Curved style extra long fish knife. Highly polished nickel plated finish with ivory colored celluloid handles. Has one extra long tempered steel spear blade that serves as a scaler hook remover and bottle opener. Length of knife closed, 5 inches.
Each . . **80¢** Per dozen . . **$8.50**

No. 24P426—Switch Back Knife. Same as above but without fish scaler blade. One dozen on card. Length of knife closed 5 inches.
Each . . **55¢** Per dozen . . . **$5.75**

Sportsmen's Specials

No. 6450—Western Hunting Knife. A new and practical knife with a 5⅝-inch mirror-finished tempered steel blade designed for skinning, scraping and whittling. Has sturdily constructed brown leather handle with colored composition inserts at each end. Complete with genuine leather sheath. Length, overall, 10 inches.
Each **$1.65**

No. 6451—Western Hunting Knife. Same as above but has wider curved blade. Length, overall, 9¾ inches.
Each **$1.65**

"Western" Sportsmen's Knives. Brilliant orange green, ivory and red handles of long lasting plastic. Perfectly balanced, with sharp hand ground blades of high carbon electric-furnace, chrome vanadium, cutlery steel—edges that hold up under the hardest kind of field usage. Ranging from 9" to 8⅝ models, with the two larger sizes having blood groove blades. All equipped with genuine sole leather embossed sheath.

No.	Blade	Each	Per doz.
36K402	4¾"	$1.80	$21.00
34K403	3⅝"	1.70	19.50
36K404	3"	1.55	18.00

No. 24P422—Jack-Master Pocket Knife Assortment. White pearl-effect and assorted bright colored celluloid handles. Assorted styles — broad, streamlined, serpentine. Nickel plated bolsters, brass liners. Large spear blade, smaller pen blade. Size closed, 3½ inches. One dozen on card.
Per dozen **$6.25**

No. 24P421—Jack-Master Pen Knife Assortment. Similar to above but slightly smaller size. Closed 3 inches.
Per dozen . . **$6.25**

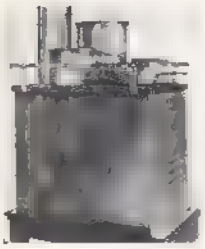
No. 6454—Western Hunting Knife. Features polished forged tempered steel 4½-inch saber blade, hand ground. Has a genuine leather handle with brass and colored fiber inserts and is fitted with a solid aluminum grip-shaped knob. Complete with a flat saddle stitched genuine leather sheath. Length of knife, 9¾ inches.
Each **$1.75**

No. 32M818—All-Purpose Knife. This knife is manufactured from genuine Swedish Steel. Knife has many uses as a hook disgorger, bottle opener, fish scaler etc. A file will not touch this blade because of its exceptional hardness. Oxidized finish. Length 3½ inches.
Each . **50¢** Per dozen . . **$5.70**

No. 24P429—"Little Admiral" Pen Knife. Colorful new pen knife—handsome assorted plastic finishes—brass bolsters—one blade strong steel. Complete with key chain. Overall length of knife 2¼ inches.
Per dozen **$2.75**

No. 24P424—Miniature Hunting Knife. A tiny souvenir knife that is patterned after a regulation size hunting knife. Makes a clever item for the writing desk—can be used as a letter opener. Strong, durable, shiny steel blade firmly attached to ivory colored composition handle. Complete with leather sheath. Overall length of knife, 4 inches.
Per dozen . . **$5.75**

No. 24P423—Jack-Master "Barlow" Pocket Knife. "Barlow" pattern with extra long nickel plated bolster. Celluloid handles in assorted solid black or red, and white pearl-effect colors. One large spear blade, pen blade. Triple brass liners. Length closed 3½ in. One dozen on card.
Per dozen **$6.25**



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BOILS • BROILS
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SAFETY, EFFICIENCY, UTILITY, ECONOMY
in "Porthole's" ★

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You'll enjoy going to sea with this compact coal range; favorite of cruising men. Designed and proved by an oldtimer, with years of experience.

Heats fast from cold start. Draws in any weather. Oven and smoke pipe, right or left. Rail any height. Proof against rust and corrosion. Two sizes: 25½" x 16¼"; 33½" x 6¼".

Write for circular.

Manufactured under the personal supervision of "Porthole Pete" Chamberlain, by

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277 Pearl Street New York City

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We manufacture cable assemblies for boats and yachts of all sizes. Prompt service guaranteed for individual boat owners, naval architects and the trade. All sizes stainless steel cable in stock. Also turnbuckles, swage terminals and fittings. Orders accepted from one single cable to any amount. Swaging from 1/16" to 3/8" cable diameter, splicing from 1/16" to 1" cable. All types assemblies are handled including hoisting slings.

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The motor that starts easier . . . trolls slower . . . gets home faster! A few valuable dealerships are available in New York State.

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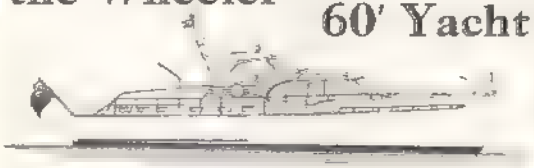
182 MONROE AVE. • ROCHESTER, N. Y.

Scott-Atwater Distributors for New York State above Orange, Sullivan, & Putnam Counties

the Wheeler 60' Yacht



A rugged offshore yacht with crew quarters for three, large galley, dinette and three beautiful owner and guest staterooms, twin-screw gas or diesel engines.

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Higgins Cruisers	Allied Aircraft Outboard	Woodpussy Sailboat
Ventnor	Plasticraft	Ghost International Sailboat
Steel Craft	McKean Prams	Lightning Sailboat
Correct Craft	Briarcliff Dinghys	McKean Dinghy Sailboat

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MARINE EQUIPMENT RADIO TELEPHONES
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THE BEST IN USED BOATS

FLORIDA EAST COAST REPRESENTATIVE

FRANCIS DEARS 1200 E. LAS OLAS BLVD. FORT LAUDERDALE

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Available Now At Greatly Reduced Prices!

All brand new, 8-day, 11-jewel, exceptionally fine Seth Thomas boat clocks. Designed for use by the Navy and Coast Guard. Moisture proof plastic cases . . . luminous dial — non-breakable crystal. Precision built for absolute accuracy.

($60.00 Value)
WEATHERPROOF

3½ in. $18.50*
6 in 19.50*
* Plus tax

($70.00 Value)
SWEEP SECOND HAND

6 in $21.50*
8 in 31.50*
* Plus tax

BAROMETERS

Brand new compensated barometers made to U. S. Navy-Coast Guard specifications. Unbreakable glass — Phenolic Case. ($35.00 Value).

NOW $14.50

HAMILTON CHRONOMETER WATCHES

Mounted extremely accurate, highest quality, 21-jewel, 35 size — Swung on Gimbals. With Carrying Case.

Complete $100.00* * Plus Tax

All clocks and Barometers Guaranteed by our Factory for one year

Write for catalogue containing complete line of chronometers — compasses binoculars sextants stopwatches and other fine nautical instruments

COMPLETE REPAIR FACILITIES AVAILABLE

Be sure to visit our exhibit, Booth 18, Motor Boat Show Grand Central Palace, January 9-17

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business meetings are in full swing and, having attended one or two as an innocent observer, it seems to me that members get steamed up in inverse ratio to the amount of contention that has taken place during the summer. Or maybe argument in winter makes things smooth for summer sailing.

▶ Some new boats are being built, mostly aimed at the Olympic Games. Camper and Nicholsons, for instance, are building one new "Six" and eight Dragons. Seven of these are for that famous hotbed of Dragons, Belfast Lough. Aimed first at the elimination races for the Olympic yachting event, all seven are likely to be the nucleus of a new, one-design fleet for the North of Ireland.

The other Dragon, at Gosport, also aimed at the Olympics, is for the Rt. Hon. R. S. Hudson, P.C., C.H., M.P., a well-known Dragon expert, while the "Six," one of three new boats building over here, is for a syndicate headed by Kenneth H. Preston.

▶ At Camper and Nicholsons are the two *Endeavours*. Those who remember their prewar battles for the America's Cup will be glad to learn that T. O. M. Sopwith's two ships are not for the scrap heap after all. *Endeavour II* is to become an auxiliary cruising ketch for her new owner, Pitt Millward. New materials are hard to come by so much of her gear and fittings are ex-other vessels. The original *Endeavour*, now known as *Endeavour I* and not likely to be ready for quite a while, is to be rigged as a cruising staysail schooner. Her new owner is R. A. Lucas.

▶ Just before the war the Germans built a flat-out racing machine, the yawl *Skaggerak*, with the intention of really cleaning up in offshore races. She never had a chance to show what she could do but has now been sold by the agents of the British Admiralty. Since her new owner, named Whiteside, has not figured in ocean racing up to the present, it seems likely that poor *Skaggerak* will still get no chance to show what she could do beyond quiet cruising.

MAINE COAST NOTES

By Lawrence B. Getchell

▶ Although current boatbuilding here appears to be slacker than a year ago, chips are flying in several shops as work progresses on a variety of craft scheduled for spring delivery.

▶ A number of boats designed by V. B. Crockett Associates, of Camden, are now under construction at different places along this coast. Among them are a 28′ auxiliary sloop and a 30′ cruiser being built by Elmer Collener, of Camden. The sloop is for William Wadsworth, of Belmont, Mass.; the cruiser for Jason Westerfield, of Camden. Morse, of Thomaston, is building a 32′ auxiliary sloop for Hodding Carter, of Greenville, Miss., and a 32′ cruiser. The Boothbay Boat Co., of Boothbay Harbor, has a 47′ party boat under construction for George Bowden of that port.

▶ Raymond W. Cook, of Bristol, Conn., is having a 40′ Warner-designed yawl built by Paul Luke, of Ocean Point. Her name will be *Skipper II* and she will measure 28′ 11½″ on the water line, 10′ 6″ beam, 6′ draft. Sail area 894 sq. ft. Auxiliary power will be a Gray 162, direct drive. Luke also is working on designs for a twin screw 42′ sport fisherman.

▶ Hodgdon Bros., of East Boothbay, which recently turned out the handsome ketch *Lille Dansker*, is building a 43′ ketch designed by John G. Alden for Maurice Frank of New York City. She will have a Chrysler Crown for power. A 44′ twin screw Ford-Osco powered cruiser, designed by William Millett, of Damariscotta, is also building here for Henry F. Shuey, of Dayton, Ohio. He plans to use her in Maine and Florida waters. Other construction at this yard includes a pair of 27′ power boats designed by George Hodgdon, Jr. One is for E. R. Dodge, of New York City, the other for P. W. Whittemore, of Boston. Both will have 90 hp. Kermath engines.

HOUSE SIGNS

WHITEHALL

Reproduced from beautifully designed hand carved models—cast from select aluminum alloy ingot, finished in weatherproof black and skillfully hand rubbed to a lustrous Swedish iron finish

Town Crier

Standard bracket type ideal for practically any mounting. Can be attached to a tree, post or side of the house.

Each

No. 418—Approx. 12 in. long, 12 in. wide; wt. each 3¾ lbs. . . ..$..

One in a box.

Barefoot Boy

Standard bracket type ideal for practically any mounting. Can be attached to a tree, post or side of the house

Each

No. 422—Approx. 12 in. long, 12 in. wide; wt. each 3¾ lbs . $ . . .

One in a box

Mallard Duck

Note—Similar to No. 422 but with Mallard Duck as shown on No. L-432 Lawn Sign in following column

Standard bracket type ideal for practically any mounting. Can be attached to a tree post or side of the house

Each

No. 432 Approx. 12 in. long, 12 in. wide; wt. each 3¾ lbs . $

One in a box

Sailboat

Standard bracket type ideal for practically any mounting. Can be attached to a tree, post or side of the house

Each

No. 431—Approx. 12 in. long, 12 in. wide; wt. each 3¾ lbs. .$ . .

One in a box

LAWN SIGNS

WHITEHALL

Reproduced from beautifully designed hand carved models—cast from select aluminum alloy ingot, finished in weatherproof black and skillfully hand rubbed to a lustrous Swedish iron finish

Five-Gaited Horse

Metal pole 30 in. long holds sign firmly in place

Each

No. L-374 Approx. 16 in. long 20 in. high; wt. each 15 lbs . . $

One in a box.

Mallard Duck

Metal pole 30 in. long holds sign firmly in place

Each

No. L-432 Approx. 11 in. long, 11 in. high; wt. each 9½ lbs. . . . .$.

One in a box

Sail Boat

Note—Similar to No. L-432 but with Sail Boat as shown on No. 431 Horse Sign in preceding column

Metal pole 30 in. long holds sign firmly in place.

Each

No. L-431—Approx. 11 in. long, 11 in. high; wt. each 9½ lbs $

One in a box.

NOTE

Prices of Signs Do Not Include Lettering and Numerals. An Extra Charge Per Letter or Number is Made Depending on Your Specifications.

WEATHER VANES

WHITEHALL

Decorative ornaments are cast aluminum with satin black finish. Arrowshaft is constructed of lightweight brass tubing and rides easily atop the aluminum mast.

Furnished with universal base for installation on roof of any angle

Five-Gaited Horse

Large size weather vane with precision ground ball bearing installation on the mast shoulder

Each

No. WV-374—Approx. 40 in. high, 30 in. long; wt. each 15 lbs. . .$

Crowing Rooster

Large size weather vane with precision ground ball bearing installation on the mast shoulder.

Each

No. WV-376 Approx. 40 in. high 30 in. long wt. each 15 lbs. . .$

Pointer Dog

Standard size weather vane with arrow shaft riding atop special brass pin

Each

No. WV-254 Approx. 30 in. high 24 in. long wt. each 6¾ lbs. .$. . . .

Fighting Cock

Standard size weather vane with arrow shaft riding atop special brass pin.

Each

No. WV-257 Approx. 30 in. high, 24 in. long wt. each 6¾ lbs $.

All above, one in a box

DOOR PULLS
STANLEY

Wrought Steel

Length 4¾ in., diameter of bases ⅝ in.

Per dozen
No. 1258-J—Japanned; wt. per dozen ⅝ lb. .....$....

Three dozen in a box, with screws.

Wrought Steel

Length 4⅞ in., diameter of bases ⅝ in.

Per dozen
No. 479-F—Dull brass ...$.....
No. 479-J—Japanned .. ..

Weight per dozen ⅝ pound.

Three dozen in a box, with screws.

THUMB LATCHES
STANLEY

Wrought Steel, Japanned

For right or left hand doors. With padlock attachment.

Nos.	1260J-2	1260J-3	1260J-4
Handle, in.	6⅝	7½	8⅞
For doors, in.	⅝-1¾	¾-1⅞	1-2⅝
Wt. dozen, lbs.	5⅞	8¾	17¾
Per dozen ....$.	.....	.....	.....

One in a box, with screws.

GATE LATCHES
ST. LOUIS PATTERN

Cast Iron

For gates to swing one way. Case 4⅞x$\frac{13}{16}$ in.

Per dozen
No. 20—Japanned; wt. per dozen 6 lbs. . ...$.....

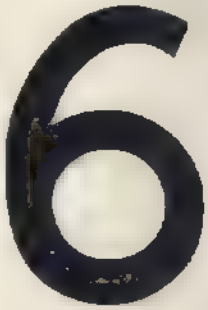
One dozen in a box.

HOUSE NUMBERS
REFLECTO PLASTIC

Luminous Plastic
Absorbs daylight, glows at night.
No light or reflection necessary. Its luminous quality withstands weathering and is permanent. Short exposure to daylight (or artificial light) and it is visible all night.

Per assortment
Perma-Glow—Assortment, consists of 10 dozen numbers in glassine envelopes, with screws; one dozen each numbers 0 to 9; wt. per assortment 2⅞ lbs. .....$.....
One assortment in a display box.

Per dozen
Refills—For above assortment, numbers 0 to 9 (specify) .....$.....
One dozen in a box



Plastic Bronze
Will not tarnish, rust or break. Of neat modern design and blends with door hardware
Height 3 in.

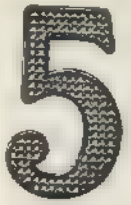
Per assortment
Reflecto Bronze—Assortment, consists of 10 dozen numbers in glassine envelopes, with screws; one dozen each numbers 0 to 9; wt per assortment 2⅞ lbs. ....$.....
One assortment in a display box.

Per dozen
Refills—For above assortment. numbers 0 to 9 (specify) ....$.....
One dozen in a box.

Plastic Black
A neat sturdy all black plastic number. Easily attached
Height 3 in.

Per assortment
Reflecto Black—Assortments, consists of 10 dozen numbers in glassine envelopes, with screws; one dozen each numbers 0 to 9; wt. per assortment 2⅞ lbs. .....$ ....
One assortment in a display box

Per dozen
Refills—For above assortments, numbers 0 to 9 (specify) ....$.....
One dozen in a box.



DENNIS
Translucent Reflecting Plastic
The iridescent effect of embossed prisms shows up clear in the dark when light is flashed upon it. Plastic remains bright indefinitely and smooth finish retains its good appearance regardless of exposure.
Height 3 in.

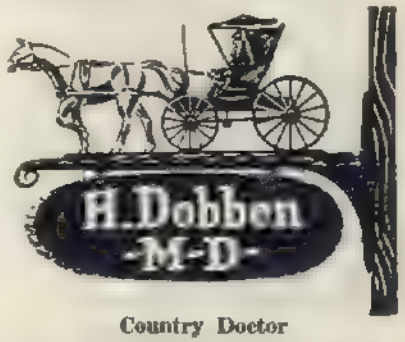
Per dozen
No. 798-A—Numbers 0 to 9; wt. per dozen ¼ lb. .....$.....
Note—Specify number wanted when ordering.
One dozen in an envelope, with pins.

Black Embossed Plastic
Shows distinct and clear on white or light background. Innumerable embossed prisms act as light reflectors.
Readily and easily attached.
Height 3 in.

Per dozen
No. 798-B—Numbers 0 to 9; wt per dozen ¼ lb. .....$.....
Note—Specify numbers wanted when ordering.
One dozen in an envelope, with pins.

HOUSE SIGNS
WHITEHALL

Reproduced from beautifully designed hand carved models—cast from select aluminum alloy ingot, finished in weatherproof black and skillfully hand rubbed to a lustrous Swedish iron finish.



Country Doctor

Large bracket type ideal for practically any mounting. Can be attached to a tree, post or side of the house.

Each
No. 373—Approx. 16 in. long, 20 in. high; wt. each 6 lbs. .....$.....
One in a box.

Pointer Dog

Large bracket type ideal for practically any mounting. Can be attached to a tree, post or side of the house.

Each
No. 375—Approx. 16 in. long, 20 in. high; wt. each 6 lbs. .... $.....
One in a box.

Gaited Horse

Large bracket type ideal for practically any mounting. Can be attached to a tree, post or side of the house.

Each
No. 374—Approx. 20 in. long, 20 in high; wt. each 7¼ lbs. ....$.....
One in a box.

NOTE

Prices of Signs Do Not Include Lettering and Numerals, An Extra Charge per Letter or Number is Made Depending on Your Specifications.

YOU CAN ALWAYS RECOGNIZE AN **ARTISTIC** TOY!

Distinctly Different!
30 New, Original Designs!

IF YOU WANT THE BEST PICK THE ARTISTIC LINE

Sanitary and Washable

Artistic Toy Co.
101 W. LEHIGH AVE., PHILA 33, PA.

BEAUTIFUL DOLLS

Hundreds of Them

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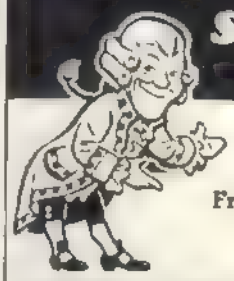
DAVID H. FABER'S

"Famous Doll Lounge"

Room 532 - 200 Fifth Ave.
New York 10, N. Y.

1000 Rooms—1000 Baths

$3.00 to $6.00 single



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Here at the Prince George guests enjoy the homey luxury and genuine comforts seldom found in other New York hotels. You have your choice of 1 000 spacious, tastefully furnished rooms, all with bath. Five famous restaurants and a cafeteria. Quiet, yet within 3 minutes of the shopping district. New low rates make the Prince George New York's most outstanding hotel value. Write for booklet P.

Single room with bath from $3.00
Double " " " " $5.00

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TOY PISTOL CAPS
SPARKLERS

SUPERB HALCO BRAND

Have Texan Holster Sets—extra value and extra sales for you with these colorful leather holsters and best made cap pistols.

Have Superb Brand Roll Caps and Doughboy Single Shot Caps for profitable year-round volume—the quality cap the kids ask for.

J. HALPERN COMPANY
818 Penn Ave., Pgh., Pa., 200 Fifth Ave., N. Y.

OVER 30 YEARS OF FAMOUS QUALITY TOYS

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Popular American Bricks
"Hewr." American Logs
Embossed Safety Blocks, Checkers and Dominoes
Plastic Blocks

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HALSAM PRODUCTS CO.
AND ELGO PLASTICS, INC.
CHICAGO 13 NEW YORK 10

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POW'R HOUSE **CARNIVAL GROUP**

Assembly Kits for Toys that GO!

★ ELECTRIC MOTOR ★ FERRIS WHEEL ★ SKY RIDE ★ AIRPLANE WHIRL

Manufacturers of the famous POW'R POP PISTOL

KELMAR CORPORATION
2189 S. FIRST STREET MILWAUKEE 7, WISCONSIN

for TWO generations

A household word in American literature and folk life

WILLIAM FULD

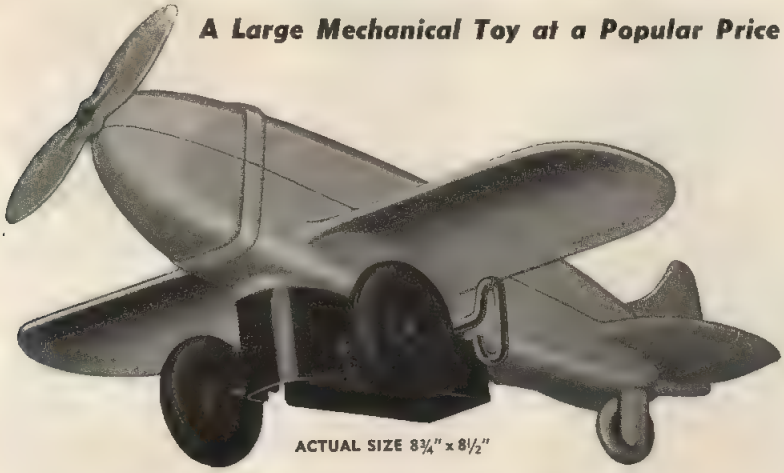
SUGGESTED RETAIL PRICE **79¢**

PLASTIC—MECHANICAL

SCOOT PLANE

SUGGESTED RETAIL PRICE **79¢**

A Large Mechanical Toy at a Popular Price



ACTUAL SIZE 8¾" x 8½"

A FAST VOLUME SELLER

IMMEDIATE DELIVERY

- GUARANTEED MOTORS
- BRIGHT COLOR COMBINATIONS
  Firetruck Red, Butter Yellow, Royal Blue
- INDIVIDUALLY BOXED
  2 dozen, 4 dozen, and 6 dozen cartons for chains and department stores
  6 dozen cartons for jobbers

Order Today for All Year Profits

TOY FAIR
McALPIN
1137

WILSON'S OF CLEVELAND

517 HURON ROAD CLEVELAND 15, OHIO

TOY FAIR
McALPIN
1137

FIELDERS' GLOVES
WILSON

Ted Williams Model

The personal model used and endorsed by this great star.

Large size. Fine quality, tan color cowhide, fully oiled. Hand formed, grease set pocket. Leather laced wrist. Triple tunnel leather thumb trap.

Each

No. 614—Wt. each 1¾ lbs. . . . . $.

One in a box.

Ted Williams Autograph Model

Large size. Sturdy tan color cowhide, fully oiled. Hand formed, deep grease set pocket. Jute felt padding. Double tunnel thumb trap. Leather laced wrist.

Each

No. 645—Wt. each 1¾ lbs. . . . . $.

One in a box.

FIELDERS' GLOVES
WILSON BALL HAWK

Three-for-five finger construction provides an extra wide web area creating a large deep natural pocket.

Professional Model

Made of high grade, tan color cowhide in a medium size. Streamlined. Kurved Form fingers. Hand formed jute felt pad. Fully oiled and grease set pocket. Flat leather binding. Rawhide lacing at wrist. Adjustable leather wrist strap.

Each

No. 636—Wt. each 1¾ lbs. . . . . $. .

One in a box.

Youth's Model

Incorporates many of the superlative features of regular Ball Hawk models. Designed especially for younger players.

Made of good quality tan color cowhide with high grade felt padding. One piece pitcher type web. Fully oiled. Leather laced wrist.

Each

No. 652—Wt. each 1⅝ lbs. . . . . $ . .

One in a box.

WILSON

Enos Slaughter Model

Medium size fielder's glove at a popular price. Tan color cowhide with jute felt padding. Hand formed pocket. Fully oiled. Single tunnel leather thumb trap. Leather laced wrist.

Each

No. 655—Wt. each 1¾ lbs. $. . .

One in a box.

WILSON

Andy Pafko Model

Medium size. Good grade, tan color cowhide. Felt pad. Hand set pocket. Flat binding, half leather lined. Single tunnel leather thumb trap.

Each

No. 658—Wt. each 1¾ lbs. . . . . $

One in a box.

WILSON

Luke Appling Model

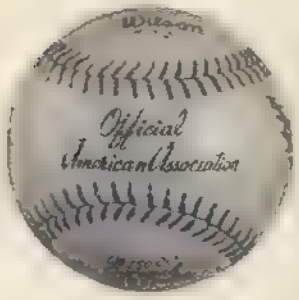
Designed for younger players. Made of sturdy cowhide. Half leather lined. Hand formed pocket. Laced thumb trap with single leather tunnel. Oil treated.

Each

No. 659—Wt. each 1¾ lbs. $.

One in a box.

BASEBALLS
WILSON



Official

Patented cushion cork center, wound with finest quality blue-gray and white 100 per cent wool yarn. Highest selection non-scuff, water repellent, white alum-tanned horsehide cover. Balanced winding insures better shape retention and more durability; double hand stitched with red cotton thread.

The official ball of the American Association, Pacific Coast League and many other important leagues.

Per dozen

No. W150CC—Wt. per dozen 5 lbs. .$. .

One in a box, one dozen in a carton.

Five Star Official League

Aero rubber covered cork center wound with finest quality, blue-gray and white wool yarn and covered with highest selection, non-scuff, water repellent, white alum-tanned horsehide. Anchored and balanced winding insure better shape retention and more durability. Double hand stitched with sturdy red cotton thread. Correct in size and weight.

Per dozen

No. W150—Wt. per dozen 5 lbs. .$. .

One in a box, one dozen in a carton.

Bob Feller "Fireball"

Made with a compressed felt core around a rubber center. Wound with rayon and cotton and finished with good grade cotton yarn. Sturdy horsehide cover.

Per dozen

No. BF2—Wt. per dozen 5⅛ lbs. .$. . .

One dozen in a carton.

SOFTBALLS
WILSON

High quality, well constructed official softball with Kapok center. Yarn wound. Pre-vulcanized inner cover. Good grade specially tanned lustrous white washable cover for night play under floodlights. Double hand stitched with white waxed thread.

Per dozen

No. H12N—12 in. wt. per dozen 7 lbs. . . . . $ . . . .

One in a box, one dozen in a carton.

Official

A high grade official ball at a popular price. New Java kapok center, yarn wound, pre-vulcanized inner covering. Pearl color elk cover, double hand stitched.

Per dozen

No. H62—12 in.; wt. per dozen 6 lbs. . . . $

One in a box, one dozen in a carton.

SOFTBALL MITTS
WILSON

The most practical mitt for softball catchers. High grade tan color cowhide. Asbestos felt padding, hand sewed. Large, deep pocket. Leather laced edge. Shearling padded wrist strap.

Each

No. 534—Wt. each 2⅛ lbs. . . $ . .

One in a box.

SOFTBALL GLOVES
WILSON

Special design and construction for softball. High grade tan color cowhide, full leather lined, flat leather binding, well padded. Palm stitched at heel to form deep, roomy pocket. Double tunnel thumb trap.

Each

No. 679—Wt. each 1¼ lbs. . . .$. . . . .

One in a box.

Same pattern as No. 679. Good grade cowhide. Half leather lined with full leather thumb lining, jute packing. Palm stitched at heel for large, deep pocket. Single tunnel leather thumb trap.

Each

No. 677—Wt. each 1¼ lbs. . . . . .$ . . .

One in a box.

SOFTBALL MASKS
WILSON

Open Vision Model

Electrically welded steel wire frame with wide clear vision. Hair filled padding covered with soft leather. Green celluloid eye shade.

Each

No. W352—Wt. each 1¾ lbs. $. . . . .

One in a box.

MAIL ORDERS

We have a "SPECIAL DEPARTMENT" for MAIL ORDERS.

We Give Them our Prompt Attention.

FOOTBALL HELMETS
WILSON

Aviator Scholastic Model

Black strap leather crown with black crown straps, ventilated, fibre reinforced Black strap leather lower, fibre reinforced ears and deep concave back padded with cushion rubber, turned edge, soft leather lining. Leather covered cushion rubber padded forehead, fibre reinforced Four point heavy duck suspension, adjustable elastic chin strap with snap fastener.

Each

No. D240—Sizes 6¾ to 7½, wt each 1½ lbs. ..... $ ..

One in a box.

Solid molded smooth white fibre crown, ventilated Tan strap leather lower padded with cushion rubber and covered with soft leather, edges leather bound Molded ears and back reinforced with fibre. Forehead padded with soft leather covered cushion rubber fibre reinforced Light point heavy duck suspension. Adjustable elastic chin strap with snap fastener

Each

No. D271T—Sizes 6¾ to 7½, wt each 1¼ lbs ..... $.

One in a box

One-piece molded white fibre crown ventilated. Tan leather lower, fibre reinforced, white felt padding, leather lined with turned edge Tan leather forehead shield felt padded and leather lined. Four-point heavy duck suspension. Adjustable elastic chin strap with snap fastener

Each

No. D265T—Sizes 6¾ to 7½; wt. each 1¼ lbs. .. ..$.

One in a box.

FOOTBALL PANTS
WILSON

Shell Pattern

Unbleached drill thigh guard pocket. unbleached quilted combination Kapok knee pad sewn in so as to extend two inches into thigh guard pocket.

Elastic at front of knee, let-out seam in back of leg, gusset with reinforcing strip across crotch, with three eyelets for ventilation.

Sizes 28 to 40

Per pair

No. D786SD—8.42 oz. tan duck ..$.....

No. D786K—Whipcord, army tan color . .. .

No. D786KC Whipcord, high athletic colors: scarlet, royal, No 8 gold, black and No. 7 old gold, **special order only, not stocked** ... . .

One pair in a box.

BASKETBALL GOALS
WILSON

Regulation

Ring of ⅝ in. round steel with steel wire die formed "No-Tie" net holder for attaching net. Braceless type steel brackets extending directly under a portion of ring make it exceptionally rigid Black enameled. Complete with heavy net.

Per pair

No. B341—Wt. per pair 21 lbs. $.....

One pair in a box

Regulation

Round steel ring with steel wire die formed "No-Tie" net holder for attaching net. Especially rigid and substantial. Black enameled. Complete with net.

Per pair

No. B340—Wt. per pair 18 lbs. .. .$ ..

One pair in a box

BASKETBALL GOAL NETS
WILSON

Per pair

No. B346—Hand woven 48 thread, easily attached to regulation goals ....$.. ..

One pair in a box.

BASKETBALLS
WILSON

Official Laceless Model

The laceless feature eliminates projecting laces and permits a continuously smooth spherical surface. The molded rubber valve bladder is light in weight and cemented directly to casing, eliminating dead spots. These features together with the double lining and lock-stitched construction produce a ball with perfect symmetry of balance, accurate rebound and steady flight.

Made of the finest selection first grade full grain pebble cowhide

Each

No. CJO Wt. each 2⅜ lbs $ ...

One in a box

Official Last-Bilt

Approved by the National Federation of State High Schools Athletic Association. Made of the finest quality tan grain leather with a non slip feel. Two valves eliminate valve repair

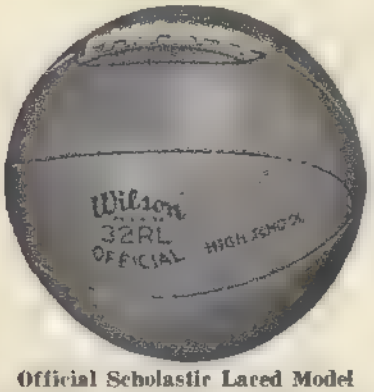
Perfectly round and balanced; built over a rigid spherical last with cover vulcanized to inner carcass, no sewed seams or soft spots to upset split-second timing. Rebounds are accurate and dependable.

Each

No. LB10—Wt each 2⅜ lbs $ ..

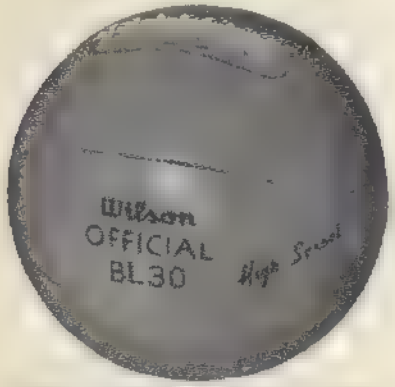
One in a box

BASKETBALLS
WILSON



Official Scholastic Laced Model
Standard in size and weight, counter-stress, double lining and lock-stitched construction. Double laced to hold shape. Made of selected pebble grain cowhide and equipped with rubber valve bladder.

Each
No. 32RL—Wt. each 1¾ lbs. . $ ...



Official High School Laced Model
Four-piece standard size and weight, counter-stress double lined and double laced. Lock-stitched construction. Made of good quality pebble grain cowhide with rubber valve bladder.

Each
No. BL30—Wt. each 1½ lbs. .....$.....

WILSON RUBBER COVERED

Indestructo
Unequalled for durability, can be used on gym floors or roughest court.
Custom built of multiple layers of highest quality fabrics and thoroughly impregnated with super tough rubber. Form-built by hand over an inflated bladder. Weather and waterproof, unaffected by any type of weather. Furnished with standard inflating needle.

Each
No. FB120—Wt. each 1¾ lbs. ....$.....

All above, one in a box.

VOLLEY BALLS
WILSON

Wilson Regulation Outdoor
Full regulation size. Sturdily constructed throughout. 12-piece pattern. Made of selected light tan color cowhide with welted seams. Double lined, double leather laced. Rubber valve bladder.

Each
No. 69RW—Wt. each 1 lb. .....$ ....

One in a box.

Wilson Official, Outdoor
A sturdy 12 piece ball with welted seams. Made of quality pebble grain cowhide, double lined and double laced. Rubber valve bladder.

Each
No. 61RV—Wt. each 1 lb. .....$.....

One in a box.

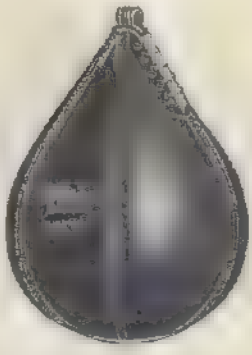
VOLLEY BALL NETS
WILSON

Made of No. 12 thread cotton twine; cotton rope top and bottom; plain bound top.

Each
No. T807—27x3 ft., 1¾ in. square mesh; wt. each 1¼ lbs ...$.....

One in a box.

STRIKING BAGS
WILSON



Regulation size; six alternating panels, of good quality wine color bag leather. Single lined with taped underseams. White stitching and tape lacing. Form-fitting, valve type bladder.

Each
No. 364V Wt each 1½ lbs .... .$.....

Regulation size; six panels of good quality wine colored leather, single lined with tapered underseams; white stitching. Complete with valve bladder.

Each
No. 363V—Wt. each 1¼ lbs. .....$ ..

Good quality red sheepskin leather. Single lined and taped underseams. Valve type bladder.

Each
No. 361V—Wt. each 1 lb . $.....

One in a box.

STRIKING BAG SWIVELS
WILSON

Ball and Socket Type
Ball, hook and eye unit is case hardened to give it maximum wearing qualities.

Each
No. W146—Wt. each ¾ lb. . . .$. . .

Open stock.

STRIKING BAG GLOVES
WILSON

Soft green napa leather, lined with felt, roll palm grip. Elastic wrist.

Per pair
No. 118—Wt. per pair ¾ lb. .....$.....

One pair in a box.

GOLF CLUBS

WILSON

Look for these outstanding features on precision built Wilson golf clubs. **Strata-Bloc** the greatest single achievement since the steel. Multiple criss-crossed layers of selected hard woods are bonded into one piece by controlled hydraulics—the result a wood head that gives you more power, better direction, greater strength and longer life. **Gruv-Grip** new patented lengthwise grooves in the soft calfskin leather gives a comfortable feel. **Reminder Grip** assures gripping club correctly, gives a firm confident accurate grip at all times. **True Temper Shafts** are top choice with leading professionals everywhere. **Fibre Insert Face** on Wilson woods are made of vulcanized fibre. They add a touch of beauty and dignity to face of the club. **Plastic Collar at Neck** forms a protective plastic covering at point where shaft and wood head join. Enhances appearance and protects winding underneath, from deteriorating or unraveling. **Definite and Positive Lies and Lofts** no guess work. finest precision tools and machinery and expert workmen with long experience give you clubs with correct lofts and lies. **Piano-Like Finish** on Wilson woods provide greater serviceability and more protection against moisture, wear and tear.

SAM SNEAD CHAMPIONSHIP CLUBS

Men's Woods

Modern woods, smart in design and appearance—with Sam Snead's enthusiastic endorsement. Exceptionally well balanced and have a sweet feel that makes good golf much easier. Skillfully constructed of quality materials throughout.

Solid persimmon head is finished in dark ebony with white straight line face scoring. Red fibre face insert provides a harder hitting surface in addition to fine appearance. Butterfly design metal sole plate. True Temper chrome plated shaft. Plastic collar at neck to protect cord whipping. Black calfskin edge skived and perforated Reminder grip. Driver has deep face.

Per set

No. G5730—Matched set of 3 **right hand** clubs.....$.

Men's Irons

Sam Snead is very proud to have his endorsement on these Championship irons. They are perfect running mates to the woods and are just as outstanding in appearance and performance. Only expert craftsmanship and high grade materials are used in their manufacture.

Satin finish, chrome plated blade with double flange. Sand blasted straight line face scoring. True Temper chrome shaft. Selected, black calfskin, edge skived and perforated Reminder grip.

Per set

No. G5760—Matched set of 6 **right hand** clubs, includes clubs Nos. 2, 3, 5, 7, 8 and putter .... $ ...

GENE SARAZEN STROKEMASTER CLUBS

Men's Woods

For the popular priced field, Wilson offers an outstanding value in Sarazen Strokemaster woods. They are quite low in price—yet design, balance and quality materials were not sacrificed in their manufacture in order to make this value possible. Modern and smart in appearance and have many quality features that are ordinarily found only in clubs sold at much higher prices.

Rugged persimmon head is stained a rich ebony finish and has a red fibre face insert which provides a harder hitting surface. Chrome plated Mercury shaft by True Temper. Cable cord whipping at neck. Perforated, black calfskin Reminder grip. Deep face driver.

Per set

No. G5930R—Matched set of 3 **right hand** clubs .....$.....
No. G5930L—Matched set of 3 **left hand** clubs..... .....

Men's Irons

Gene Sarazen takes pride in endorsing these sterling quality irons for the popular priced field. You will find these irons fitting companions to the woods. They are smart in appearance and have the same expert look and feel found in all Wilson-quality clubs.

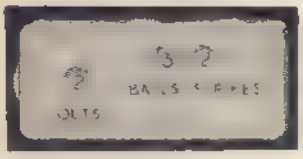
Chrome plated, satin finished blades have a double flange like the most expensive models. Straight line face scoring. New Mercury shaft with cherry finish sheath by True Temper. Black perforated calfskin grip with famous Wilson Reminder feature.

Per set

No. G5960R Matched set of 6 **right hand** clubs, includes clubs Nos. 2, 3, 5, 7, 8 and putter.....$.....
No. G5960L—Matched set of 6 **left hand** clubs, includes clubs Nos. 2, 3, 5, 7, 8 and putter..... ..

One set in a carton.

UMPIRE INDICATORS
WILSON



Endorsed and used by all umpires for recording balls, strikes and outs.

Each
No. W610—Wt. each 1¼ oz. ..... $. .

Open stock.

BASEBALL BASES
WILSON

Sturdy duck quilted cover; well stuffed. Canvas straps.

Per set
No. W606—Wt. per set 14 lbs. .....$.....

Three in a set, one set in a package.

BASEBALL HOME PLATES
WILSON

White Rubber

Made in accordance with league specifications. Removable spikes.

Each
No. 717—Wt. each 18¾ lbs ..... .$

Open stock.

PITCHERS' BOX PLATES
WILSON

White Rubber

Made in accordance with league specifications. Removable spikes.

Each
No. 718—Wt. each 11 lbs ..... $. .

Open stock.

GOLF BALLS
WILSON

K-28

The ball with "blended tension"—rubber thread windings in various degrees of tension—electronically controlled. Has a Cadwell-Geer cover.

It is a sensation everywhere—with average players as well as among top golfers.

Per dozen
No. GB10—(Black) the high compression ball for low handicap players ..... .$.

No. GB11 (Red) the durable distance ball .. ..

Weight per dozen approximately 1⅓ pounds.

Three in a break-away package, one dozen in a carton.

GOLF BALLS
WORTHINGTON

Tommy Armour

A liquid center ball built to the specifications of a master golfer. A highly favored name, plus ultra performance, due to Worthington's exclusive construction create a steady demand for this grand ball.

Vulcanized cover assures maximum life.

Per dozen
Tommy Armour—Wt. per dozen 1⅓ lbs. ..... $ ...

One dozen in a carton.

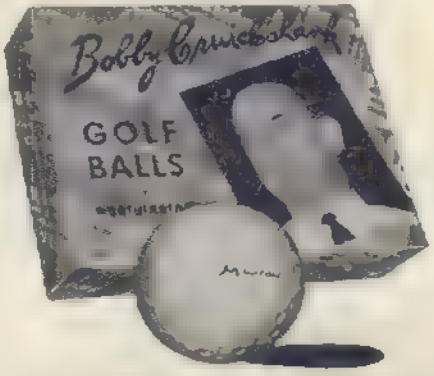
Championship

A great ball for the low handicap player. Gives top performance in driving, approaching and putting.

Exclusive patented liquid center construction, vulcanized cover. Excels in distance, accuracy and durability.

Per dozen
Championship—Wt. per dozen 1⅓ lbs. .....$ ..

One dozen in a carton.



Bobby Cruickshank

An old favorite with a tough, vulcanized cover.

This golf ball has exceptional distance and durability and is true putting.

Per dozen
Bobby Cruickshank—Wt. per dozen 1⅓ lbs. ....$...

One dozen in a carton.

Black Diamond

A superb value for the golfer who seeks extreme durability with top performance. Has a tough, vulcanized cover.

Per dozen
Black Diamond—Wt. per dozen 1⅓ lbs. .....$.....

One dozen in a carton.

SHOTGUNS

WINCHESTER HAMMERLESS REPEATING

Solid frame, hammerless repeating shotgun, 12 gauge with 28-inch full choke barrel. Stock and semi-beavertail slide handle made of uncheckered American walnut. Four-shot magazine capacity with one shell in chamber, making a five-shot repeater.

Model	Gauge	Wt. each	Each
G-2504	12	7¾ lbs.	(F)$72.85

WINCHESTER HAMMER REPEATING

Take down, six-shot, hammer repeating shotgun, 12 gauge and chambered for 2¾-inch shells. Rolled nickel steel barrel Selected walnut stock with pistol grip. A three-shot magazine plug for migratory game shooting, supplied with each shotgun.

Model	Gauge	Length barrel	Wt each	Each
G-9704	12	30 in	7½ lbs.	(F)$69.95

REMINGTON HAMMERLESS REPEATING

TARGET GRADE

Target grade, take down, slide action with short forearm stroke, especially designed for the trap shooter. Ventilated rib barrel with front and rear sights Handsomely checkered stock and long extension beavertail forearm of selected high grade walnut, fitted with Hawkins recoil pad. Dimensions, 14⅝ inches long including pad, 1⅞-inch drop at heel and 1½-inch drop at comb. Pistol grip stock. Supplied in 12 gauge only, 30-inch full choke barrel.

Model	Gauge	Wt. each	Each
31-TC	12	8 lbs.	(F)$178.50

SKEET GRADE

Skeet grade, take down, slide action with short forearm stroke and side ejection. Special Remington Skeet boring with ventilated solid rib. Ivory bead front sight and white metal rear sight. American walnut stock and fore-end, both finely checkered. Full pistol grip with rubber cap. Long extension beavertail fore-end. Bakelite butt plate. Supplied in 12 gauge only with 26-inch barrel.

Model	Gauge	Wt. each	Each
31-VR Skeet	12	8 lbs.	(F)$136.00

REMINGTON HAMMERLESS REPEATING

STANDARD GRADE

Standard grade, take down, hammerless, solid breech shotgun, five shot, side ejection. Cross bolt safety. Made with plain and raised solid matted rib barrels, chambered for 2¾-inch shells. Full choke only. American walnut forearm and pistol grip stock. Bakelite butt plate. Standard stock dimensions: 14 inches long, 2½-inch drop at heel, and 1⅝-inch drop at comb. Magazine capacity, four shells, with one in the chamber. 12 gauge, 30-inch barrel; 16 gauge, 28-inch barrel, and 20 gauge, 28-inch barrel. A three-shot magazine plug for migratory game shooting, supplied with each shotgun.

Plain barrel

Model	Gauge	Length barrel	Wt. each	Each
31-1230	12	30 in.	7½ lbs.	(F)$84.95
31-1628	16	28 in.	6¾ lbs.	(F) 84.95
31-2028	20	28 in.	6½ lbs.	(F) 84.95

Raised solid ribbed barrel

Model	Gauge	Length barrel	Wt. each	Each
31-1230-R	12	30 in.	7¾ lbs.	(F)$99.95
31-1628-R	16	28 in.	7 lbs.	(F) 99.95
31-2028-R	20	28 in.	6¾ lbs.	(F) 99.95

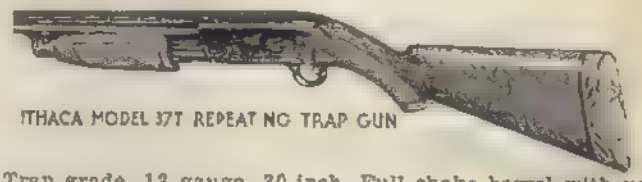
Lightweight Repeating Model

Same as above model, but slightly lighter in weight. 12 gauge only in plain and rib barrel, full choke.

Model	Barrel	Wt. each	Each
31-LW1230	Plain	7 lbs.	(F)$84.95
31-LW1230-R	Rib	7¼ lbs.	(F) 99.95

ITHACA HAMMERLESS REPEATING

TRAP GRADE

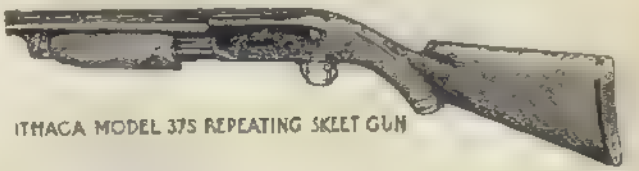


ITHACA MODEL 37T REPEATING TRAP GUN

Trap grade, 12 gauge, 30-inch, Full choke barrel with ventilated rib. Beautiful selected walnut stock, hand checkered and large trap type fore-arm. Front and rear ivory sights and fitted with soft rubber recoil pad. Stock 14½ inches; drop at comb, 1½ inches and 1⅞ inches at heel. Five-shot capacity. Supplied with plug for migratory game shooting.

Model	Weight each	Each
37-T	7½ lbs.	(F)$187.39

SKEET GRADE



ITHACA MODEL 37S REPEATING SKEET GUN

Skeet grade, 12 gauge, 26-inch, Skeet choke barrel with ventilated rib. Selected walnut pistol grip. Checkered stock and large skeet type fore-end. Lyman front and rear ivory sights. Stock, 14 inches. Drop at comb, 1½ inches and drop at heel, 2½ inches. Five-shot capacity and supplied with plug for migratory game shooting.

Model	Weight each	Each
37-S	7 lbs.	(F)$160.63

All above, one in a carton

(F) Fair Traded

SHOTGUNS

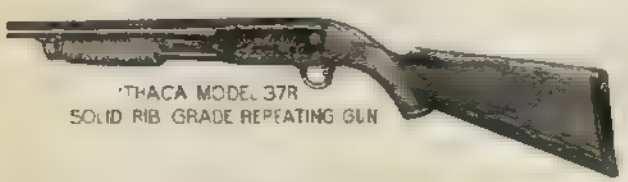
ITHACA HAMMERLESS REPEATING

PLAIN BARREL

Standard grade, take down model. Made in 12 gauge, 30-inch; 16 gauge, 28-inch, and 20 gauge, 28-inch, full choke barrels Nickel steel plain barrel with short stroke action. Bottom ejection. Cross bolt safety. Walnut hand checkered stock and forearm with checkered pistol grip. Rubber butt plate. Standard dimensions: 13¾-inch length stock; drop at comb, 1⅝ inches, and drop at heel, 2¾ inches. Each side of receiver has bird scroll. Five shot capacity and supplied with magazine plug for migratory game shooting

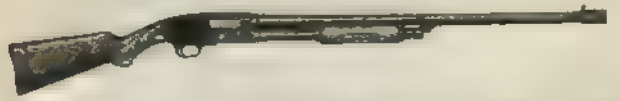
Model	Gauge	Length barrel	Wt. each	Each
37	12	30 in.	6½ lbs.	(F)$83.50
37	16	28 in.	6 lbs.	(F) 83.50
37	20	28 in.	5¾ lbs.	(F) 83.50

RIB BARREL



Model	Gauge	Length barrel	Wt. each	Each
37-R	12	30 in.	6½ lbs.	(F)$98.50
37-R	16	28 in.	6 lbs.	(F) 98.50
37-R	20	28 in.	5¾ lbs.	(F) 98.50

STEVENS HAMMERLESS REPEATING



Hammerless action with forged steel, proof tested, full choke, blued finish barrel. Checkered American walnut stock and checkered slide handle. Composition butt plate. Side ejection, take down model. Six-shot capacity with one in chamber and five in magazine. A three-shot plug furnished with each gun.

Model	Gauge	Length barrel	Wt. each	Each
620	12	30 in.	7¾ lbs.	★$75.45

STEVENS BOLT ACTION REPEATER

The new cross bolt action is opened by pulling cross bolt out and back which ejects the fired shell. Closed by pushing bolt forward and in, also moves loaded shell in chamber. 12 gauge, 28-inch full choke barrel chambered for 2¾-inch shells. Stock and forearm of durable tenite, finely checkered and capped pistol grip. Solid frame, side ejection, tubular magazine. Three-shot repeater.

Model	Gauge	Wt. each	Each
124	12	7 lbs.	★$32.45

STEVENS BOLT ACTION REPEATER

Bolt action, take down, repeating shotgun in .410 gauge, 24-inch round tapered barrel, chambered for 3-inch shell Full choke. Tubular magazine holding five 2½-inch shells or four 3-inch shells with one in chamber. Self cocking bolt with safety. One piece, walnut finish stock with black tip forearm. Full pistol grip with hard rubber butt plate. Shotgun front sight. Length overall, 44 inches.

Model	Length barrel	Wt. each	Each
39	24 in.	6 lbs.	★$25.95

Bolt action, take down, repeating shotgun in 20 gauge only. 26-inch round tapered barrel, chambered for 2¾-inch shell. Full choke. Four-shot with one in chamber and three in detachable clip magazines. Self cocking bolt. Chrome plated bolt and trigger with independent safety. One piece, walnut finish, with black tip forearm, full pistol grip with hard rubber butt plate. Shotgun front sight with matted receiver.

Model	Length barrel	Wt. each	Each
258	26 in.	6¾ lbs.	★$28.95
Extra magazine			1.70

MOSSBERG BOLT ACTION REPEATER

Bolt action, 20 gauge, three-shot take down repeater. Fitted with 25-inch blued steel barrel, chambered for 2¾-inch shell. Each gun is supplied with 2-inch detachable full choke tube Modified choke. Cylinder choke tubes, three in all. Detachable type dip magazine holds two shells with one in chamber. Hardwood Monte Carlo design stock with molded butt plate and trigger guard. Length overall, 45½ inches.

Model	Gauge	Wt. each	Each
185-D	20	6¼ lbs	(F)$23.55

Bolt action, .410 gauge, three-shot take down repeater. Fitted with 23-inch blued steel barrel, chambered for 2½ and 3-inch shells. Each gun is equipped with 2-inch detachable full choke tube and modified choke. Fixed type top-loading magazine holds three shells. Hardwood stock fitted with molded butt plate and trigger guard. Length overall, 44½ inches.

Model	Gauge	Wt. each	Each
183-D	410	5½ lbs.	(F)$21.15

All above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

WINCHESTER RIFLES

BOLT ACTION SINGLE SHOT

MODEL 47

Bolt action, take down, single shot rifle with bead front sight on ramp and sight cover, receiver sight with adjustment for windage and elevation. Automatic safety. Finely finished stock with pistol grip and modified beaver-tail forearm. 25-inch barrel chambered for .22 short, long and long rifle rim fire cartridges.

Model	Caliber	Wt. each	Each
G-4701	.22	5 ½ lbs.	(F)$21.95

MODEL G-4702

Same as Model G-4701, except with bead front sight and open sporting rear sight with step elevator.

Model	Caliber	Wt. each	Each
G-4702	.22	5 ½ lbs.	(F)$19.95

MODEL 67

Bolt action, single shot, take down rifle. 27-inch round tapered steel barrel with new design pear shaped bolt. Military type safety lock. Bolt, bolt handle, safety lock and trigger chromium plated. Firing pin head knurled on rim and non-glare on rim and non-glare scoring on rear face. American walnut sporting type pistol grip stock with semi-beavertail fore-end with finger grooves. Composition butt plate. Metal front sight with rear sight with elevator. Chambered to shoot .22 short, .22 long and .22 long rifle high speed ammunition without adjustment.

Model	Caliber	Wt each	Each
G-6701	.22	5 lbs.	(F)$13.95

MODEL 67 SMOOTH BORE

Same specifications as G-6701, except with smooth bore barrel to shoot .22 long rifle shot cartridge.

Model	Caliber	Wt. each	Each
G-6720	.22 Long Rifle Shot	5 lbs.	(F)$13.95

MODEL 67 JUNIOR

Bolt action, single shot rifle, 20-inch round tapered barrel, and slightly shorter stock, otherwise same as No. G-6701. Length overall, 34 ½ inches. Designed especially for junior shooters.

Model	Caliber	Wt each	Each
G-6788	.22	4 ½ lbs.	(F)$13.95

REMINGTON RIFLES

BOLT ACTION REPEATER

MODEL 721A STANDARD GRADE

.270 Winchester, .30/06 Springfield and .300 Magnum Calibers

Round tapered barrel of ordnance steel, 24-inch length which is carefully bored and rifled for extreme accuracy in .270 and 30/06 caliber and 26-inch barrel in .300 magnum caliber. New style sporting stock of American walnut and properly shaped pistol grip. Long, full, well rounded fore-end of semi-beavertail type. Shotgun style checkered steel butt plate. Rifle cocks on opening movement of bolt. New adjustable trigger without back lash and lightning fast let-off. Side placed thumb operated safety. Polished bolt and action with special bolt stop. White metal bead front sight mounted on raised ramp. Step adjustable sporting rear sight. Receiver drilled and tapped for adaptable scope mounts and standard micrometer receiver sights. Magazines hold 4 cartridges with one in chamber gives a capacity of five shots. .300 Magnum is fitted with 26-inch heavy barrel and recoil pad.

Model	Caliber	Wt. each	Each
721A	.270 Win.	7 ¼ lbs.	(F)$79.95
721A	.30/06 Springfield	7 ¼ lbs.	(F) 79.95
721A	.300 Magnum	8 ½ lbs.	(F) 89.95

MODEL 722A STANDARD GRADE

.257 Roberts and .300 Savage Calibers

Same as No. 721A, 24-inch barrel in .257 Roberts and .300 Savage calibers with shorter bolt action. Length overall, 43 ¼ inches

Model	Caliber	Wt. each	Each
722A	.257 Roberts	7 lbs.	(F)$74.95
722A	.300 Savage	7 lbs.	(F) 74.95

AUTOLOADING

MODEL 81A "WOODMASTER"

.300 and .35 Calibers

Standard grade. Take down, hammerless, solid breech. 22-inch barrel, American walnut, half pistol grip, stock fitted with shotgun style steel butt plate. Semi-beavertail forearm. Step adjustable rear sight with white metal bead front sight. Magazine holds five cartridges, shooting Remington rimless ammunition. Length take down, 23 inches and length overall, 41 ½ inches.

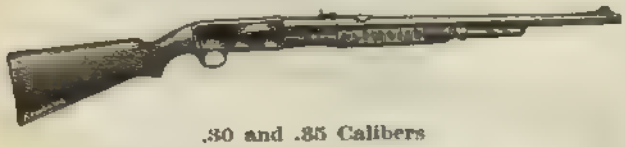
Model	Caliber	Wt. each	Each
81A-300	.300	8 ½ lbs.	(F)$129.95
81A-35	.35	8 ½ lbs.	(F) 129.95

All above, one in a carton
(F) Fair Traded

REMINGTON RIFLES

HAMMERLESS REPEATER

MODEL 141A "GAMEMASTER"



.30 and .35 Calibers

Slide action, take down, hammerless, solid breech, repeating rifle with new front sight ramp. American walnut stock, large size with half pistol grip and shotgun style steel butt plate. Semi-beavertail fore-end. Step adjustable rear sight and white metal bead front sight mounted on ramp base. Magazine holds five cartridges, which, with one in the chamber, gives a capacity of six shots. Length, take down, 29½ inches. Chambered for Remington rimless cartridges only.

Model	Caliber	Length barrel	Wt. each	Each
141A-30	.30	24 in.	7¾ lbs.	(F)$104.95
141A-35	.35	24 in.	7¾ lbs.	(F) 104.95

MODEL 121A "FIELDMASTER"

Hammerless repeating, slide action, take down model with 24-inch round tapering barrel. Full size half pistol grip and semi-beavertail fore-end of genuine American walnut. Corrugated, shotgun style, steel butt plate. Chambered for .22 short, long and long rifle cartridges. Magazine capacity, 20 shots, 15 long and 14 long rifle cartridges. Rear sight with adjustable step and white metal bead front sights. Length, take down, 27½ inches.

Model	Caliber	Wt. each	Each
121A	.22	6 lbs.	(F)$49.95

MODEL 121S "FIELDMASTER"

.22 W.R.F. Caliber

22 caliber. Same specifications as Model 121-A, except shoots 22 W.R.F. (Remington Special) regular and Hi-speed ammunition. Magazine capacity, 12 cartridges

Model	Caliber	Wt. each	Each
121S	22 W.R.F	6 lbs.	(F)$49.95

AUTOLOADING

MODEL 241 "SPEEDMASTER"

.22 Short and .22 Long Rifle

Auto-loading, take down, hammerless, solid breech, 24-inch tapered barrel, properly proportioned to give perfect balance. Full sized, half pistol stock and semi-beavertail fore-end of genuine American walnut with shotgun style corrugated steel butt plate. Chambered for .22 short or .22 long rifle. .22 short magazine holds 15 cartridges and .22 long rifle magazine holds 10 cartridges. Step adjustable sporting rear sight with white metal bead front sight. Length overall, 41½ inches and length, taken down, 24 inches. Specify caliber desired, as both sizes cannot be used in the same rifle.

Model	Caliber	Wt. each	Each
241SA	.22 Short	6 lbs.	(F)$63.50
241LA	.22 Long Rifle	6 lbs.	(F) 63.50

AUTOLOADING

MODEL 550A

A new autoloading take down rifle that will shoot either .22 short, long or long rifle cartridges, either regular or Hi-Speed, interchangeably and automatically without adjustment. 24-inch round tapered barrel with crowned muzzle. Genuine American walnut one piece sporting stock with pistol grip and semi-beavertail fore-end. Corrugated trigger with convenient, positive thumb safety. Shotgun style bakelite butt plate. Step adjustable rear sight and white metal front sight. Length overall, 43½ inches. Take down length, 31½ inches.

Model	Caliber	Wt each	Each
550A	22	6¼ lbs.	(F)$34.95

MODEL 550P

Autoloading take down rifle shoots either 22 short, long or long rifle cartridges in regular or Hi-Speed without adjustment 24-inch round tapered barrel. Genuine one piece American walnut sporting stock with pistol grip and semi-beavertail fore-end. Remington receiver peep sight and white metal front sight.

Model	Caliber	Wt. each	Each
550P	.22	6¼ lbs.	(F)$36.95

BOLT ACTION REPEATER

MODEL 512A "SPORTMASTER"

Bolt action repeater with 25-inch round tapered barrel. Self cocking on opening movement of bolt with automatic ejector. Firing indicator on bolt. Lever type thumb safety. Full sized, streamlined, one piece American walnut stock. Semi-beavertail fore-end. Tubular magazine with a capacity of 22 shorts; 17 long; and 15 long rifle cartridges. Step adjustable rear sight and white metal bead front sight. Take down model. Length overall, 43 inches; length take down, 31 inches.

Model	Caliber	Wt. each	Each
512A	.22	6¼ lbs.	(F)$27.95

MODEL 512P "SPORTMASTER"

Bolt action repeater with specially designed Remington Point-Crometer receiver sight with two interchangeable discs Point adjustment for windage and elevation. Patridge blade front sight mounted on new non-glare ramp. Otherwise same as Model 512A.

Model	Caliber	Wt. each	Each
512P	22	6¾ lbs.	(F)$29.95

All above, one in a carton

(F) Fair Traded

WINCHESTER RIFLES

LEVER ACTION REPEATER

MODEL 71

.348 Win. Caliber

Lever action, solid frame, repeating rifle, with 24-inch round tapered barrel. Sporting type stock with checkered pistol grip and semi-beavertail checkered forearm of American walnut. Checkered steel butt plate. One inch Army type sling strap with quick detachable swivels. Metal bead front sight on ramp base with removable sight cover and Lyman No. 56W receiver sight. Length overall, 42¼ inches. Chambered for .348 Winchester Super-Speed cartridges.

Model	Caliber	Wt each	Each
G-7101	.348 Win.	8 lbs....	(F)$105.00

BOLT ACTION REPEATER

MODEL 75 TARGET MODEL

Bolt action repeater, solid frame with box magazine. 28-inch round tapered, square muzzle barrel, drilled and tapered for Winchester combination telescope sight bases. Target type stock with pistol grip and semi-beavertail fore-end of American walnut. High comb. Length of pull, 13¼ inches; drop at comb, 1⅝ inches, and at heel 2¼ inches, with pitch down 3 inches. Checkered steel butt plate. Winchester bolt up turn and pull back type action with Winchester speed lock. Side lever safety. Five-shot capacity box magazine. Fitted with Winchester No 105A front sight with post and extra aperture, and Redfield No 75HW receiver sight. 1¼-inch Army type leather sling strap with adjustable sling swivel base.

Model	Caliber	Wt. each	Each
G-7501	.22 Long Rifle	8¾ lbs. .	(F)$57.00

MODEL 75 SPORTING MODEL

24-inch round tapered barrel with forged ramp front sight base, bead front sight and sight cover. Open sporting rear sight. Sporting type pistol grip walnut stock with fore-end and pistol grip checkered. Pistol grip cap. Length of pull, 13½ inches; drop at comb, 1 7/16 inches, and drop at heel, 2 3/16 inches. One inch swivel bows attached.

Model	Caliber	Wt. each	Each
G-7551	.22 Long Rifle	8½ lbs.	(F)$49.00

Extra Magazines for above Rifles
(Will also fit Models 52 and 69)

	Each
5 shot	★$1.60
10 shot	★ 2.10

BOLT ACTION REPEATER

MODEL 43 STANDARD GRADE

.218 Bee, .22 Hornet, .25/20 Win., and .32/20 Win. Calibers

Bolt action repeating rifle with 24-inch round barrel. Winchester speed-lock action, twin extractors and automatic ejector. White metal bead front sight on forged matted ramp with removable cover. Open rear sporting sight with step elevator. Left side of receiver, drilled and tapped for model 57A Lyman receiver sight. Pistol grip stock of genuine American walnut equipped with one inch swivel bows and checkered steel butt plate. Chambered for .218 Bee, .22 Hornet and .25/20 Winchester, all with three-shot capacity magazines and .32/20 Winchester with two-shot capacity magazine. By loading the chamber of rifle total capacity is increased one shot in each caliber.

Model	Caliber	Wt. each	Each
G-4301-C	.218 Bee	6 lbs.....	(F)$54.95
G-4303-C	.22 Hornet	6 lbs.....	(F) 54.95
G-4305-C	.25/20 Win.	6 lbs.....	(F) 54.95
G-4307-C	.32/20 Win.	6 lbs.....	(F) 54.95

SLIDE ACTION HAMMERLESS REPEATER

MODEL 61

Slide action, take down, hammerless repeating rifle. 24-inch round tapered blued barrel with closed-in breech American walnut pistol grip stock with steel butt plate and semi-beavertail long slide handle. Chambered to shoot .22 short, .22 long and .22 long rifle cartridges, rim fire cartridges in the regular or Hi-Speed cartridges. Elevating sporting rear sight and metal bead front sight. Magazine capacity, 20 only .22 shorts, 16 only .22 long, or 14 only .22 long rifle cartridges.

Model	Caliber	Wt. each	Each
G-6101	.22	5½ lbs.	(F)$49.95

MODEL 61

.22 W.R.F. Caliber

24-inch round tapered blued barrel. Chambered for .22 W.R.F. only in the regular or Hi-Speed rim fire cartridges. Magazine capacity, fifteen cartridges. Otherwise same as Model G-6101.

Model	Caliber	Wt. each	Each
G-6109	.22 W.R.F.	5¾ lbs.	(F)$49.95

All above, one in a carton
(F) Fair Traded
★ Factory Suggested Resale Price

WINCHESTER RIFLES

SLIDE ACTION HAMMER REPEATER

MODEL 62

Slide action, take down, repeating rifle. 23-inch round tapered barrel. Chambered to shoot .22 short, long or long rifle regular or high power cartridges. Straight grip walnut stock and new design walnut forearm. Checkered steel butt plate. Metal bead front sight and open sporting rear sight. Magazine capacity: 20 short, 16 long or 14 long rifle cartridges.

Model	Caliber	Wt. each	Each
G-6201	.22	5½ lbs.	(F)$42.95

AUTOMATIC

MODEL 63

Take down, automatic rifle. Chambered for .22 long rifle high speed rim fire ammunition. 23-inch round tapered barrel, hammerless model. Pistol grip stock and forearm of American walnut with steel butt plate. Fitted with metal bead front sight and open rear sight. Tubular type magazine located in butt stock with ten-shot capacity.

Model	Caliber	Wt. each	Each
G-6302	.22 Long Rifle	6 lbs.	(F)$63.50

MODEL 74

Take down, automatic rifle, 22-inch round tapered barrel. Chambered for .22 short or long rifle rim fire cartridges, either Standard velocity or Hi-Speed. Sporting type pistol grip stock with semi-beavertail fore-end of American walnut. Checkered steel butt plate. Winchester bead front sight and open sporting rear. Capacity, 20 shots.

Model	Caliber	Wt. each	Each
G-7401	.22 Short	6¼ lbs.	(F)$33.95
G-7402	.22 Long Rifle	6¼ lbs.	(F) 33.95

MODEL G-7412

Same as Model G-7401, but with specially designed elevating peep sight located on bolt stop at rear of receiver.

Model	Caliber	Wt. each	Each
G-7412	.22 Long Rifle	6¼ lbs.	(F)$35.95

BOLT ACTION REPEATER

MODEL 72

Bolt action repeating rifle with tubular magazine. Take down, 25-inch round tapered barrel with crowned muzzle. New designed, full sized sporting stock with pistol grip and semi-beavertail fore-end. Positive twin extraction and side lever safety. Military type bolt action with up-turn and pull-back breech bolt. Chambered for .22 short (capacity 20); .22 long, (capacity 16); and .22 long rifle, (capacity 15). Fitted with metal bead front sight, mounted on ramp sight base with sight cover and Winchester peep sight with graduated elevation and windage adjustment. Length overall, 42 inches.

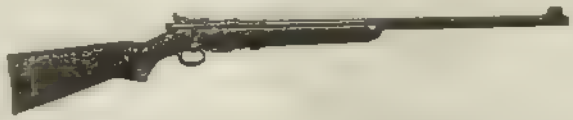
Model	Caliber	Wt. each	Each
G-7201	.22	5 lbs.	(F)$29.95

MODEL G-7202

Same as No. G-7201 but fitted with open rear sight and sporting type metal bead front sight without ramp base or sight cover.

Model	Caliber	Wt. each	Each
G-7202	.22	5 lbs.	(F)$27.95

MODEL 59



Bolt action repeating rifle with box magazine. Take down, 25-inch round tapered barrel with crowned muzzle, sporting type walnut pistol grip stock, semi-beavertail fore-end. Bead metal front sight fitted with ramp and sight cover and adjustable rear peep sight. Detachable five-shot magazine. Ten-shot magazine can also be fitted to this rifle. Bolt and trigger are chromium plated. Chambered for .22 short, .22 long or .22 long rifle.

Model	Caliber	Wt. each	Each
G-6901	.22	5 lbs.	(F)$25.95

MODEL G-6902

Same as No. G-6901 but fitted with open rear sight in place of peep sight.

Model	Caliber	Wt. each	Each
G-6902	.22	5 lbs.	(F)$23.95

Extra Magazines for Above Rifle
(Will also fit Models 52 and 75)

	Each
5 shot	★$1.60
10 shot	★ 2.10

All above, one in a carton
(F) Fair Traded
★ Factory Suggested Resale Price

SHOTGUNS

WINCHESTER HAMMERLESS REPEATING

STANDARD TRAP GRADE WITH VENTILATED RIB

Ventilated rib barrel with 30-inch full choke barrel. Pistol grip stock with extension action slide handle of Standard Trap Grade walnut. Stock and slide handle handsomely checkered and full rounded comb. Winchester rubber recoil pad. Made in 12 gauge only to these standard dimensions only—Length of pull, 14⅜ inches including recoil pad; drop at comb, 1⅜ inches; drop at heel, 1⅞ inches, and pitch down, 1½ inches.

Model		Gauge	Length barrel	Wt. each	Each
G-1256	Pistol Grip	12	30 in.	7¼ lbs...	(F)$190.00
G-1259	Straight Grip	12	30 in.	7¼ lbs...	(F) 190.00

TRAP GRADE WITH VENTILATED RIB

Ventilated rib barrel with 30-inch full choke barrel. Pistol grip, Monte Carlo stock with extension action slide handle, made of fine quality walnut, handsomely checkered and full rounded comb. Fitted with Winchester recoil pad. Made in 12 gauge only with ventilated rib full choke barrel. Dimensions: length with pad, 14⅝ inches; drop at comb, 1⅝ inches; drop at Monte Carlo, 1⅝ inches; drop at heel, 2⅛ inches, and pitch down, 2 inches.

Model	Gauge	Length barrel	Wt. each	Each
G-1219	12	30 in	7¼ lbs...	(F)$197.60

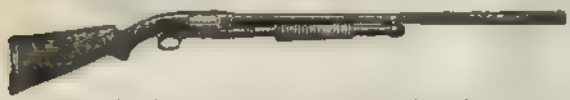
STANDARD SKEET GRADE

Take down, six shot, standard Skeet grade, in 12, 16 and 20 gauge with solid raised matted rib barrel. Special Skeet boring chambered for 2¾-inch shells, except 28 gauge which has 2⅞-inch chamber. New design pistol grip stock and extension slide handle checkered. Metal front and rear sights. 26-inch barrels. Standard dimensions as supplied in the Standard grade Model 1912. A three shot magazine plug supplied with each shotgun.

Model	Gauge	Length barrel	Wt. each	Each
G1280	12	26 in.	6½ lbs.....	(F)$114.95
G1281	16	26 in.	6¼ lbs.....	(F) 114.95
G1282	20	26 in.	6¼ lbs.....	(F) 114.95
G1283	28	26 in.	6 lbs.....	(F) 114.95

Factory only Nos. G1281, G1282 and G1283

HEAVY DUCK GUN



Take down, six shot, hammerless, repeating shotgun made in 12 gauge only and chambered for 3-inch shell. Pistol grip walnut stock, fitted with Winchester recoil pad and standard forearm. Plain or rib barrel, full choke. Length of barrel, 30 and 32 inches. Especially designed for long range duck shooting, having a barrel especially designed and bored for this type of shooting. A three shot magazine plug for migratory game shooting supplied with each shotgun.

Model	Gauge	Length barrel	Type barrel	Wt. each	Each
G-1263	12	32 in.	Plain	8¼ lbs.....	(F)$ 94.95
G-1264	12	30 in.	Plain	8¼ lbs.....	(F) 94.95
G-1265	12	32 in.	Rib	8¼ lbs.....	(F) 109.95
G-1271	12	30 in.	Rib	8¼ lbs.....	(F) 109.95

WINCHESTER HAMMERLESS REPEATING

STANDARD GRADE

Take down, six shot, hammerless repeating shotgun. Made in 12 gauge, 30 and 32-inch barrels, 16 gauge, 28 and 30-inch barrels, 20 gauge, 28 and 30-inch barrels. All chambered for 2¾-inch shells. Nickel steel, plain or raised matted rib barrels. Selected walnut pistol grip stock with full comb and rubber butt plate. Standard dimensions, 14 inches in length; drop at comb, 1½ inches, and drop at heel, 2½ inches. A three shot magazine plug for migratory game shooting, supplied with each shotgun.

Plain barrel, Full Modified Choke

Model	Gauge	Lgth. barrel	Choke	Wt. each	Each
G-1204	12	28 in.	Modified	7¼ lbs.....	(F)$84.95
G-1206	12	30 in.	Full	7¼ lbs.....	(F) 84.95
G-1207	12	32 in.	Full	7½ lbs.....	(F) 84.95
G-1240	16	28 in.	Full	6 lbs..	(F) 84.95
G-1267	16	30 in.	Full	6¼ lbs.....	(F) 84.95
G-1248	20	28 in.	Full	6 lbs. ...	(F) 84.95

Full choke, with raised matted rib barrel

Model	Gauge	Length barrel	Wt. each	Each
G-1220	12	30 in.	7½ lbs.....	(F)$99.95
G-1225	12	32 in.	7¾ lbs.....	(F) 99.95
G-1253	16	28 in.	6¼ lbs.....	(F) 99.95
G-1255	20	28 in.	6¼ lbs.....	(F) 99.95

EXTRA BARRELS

	Each
Extra Interchangeable Barrels, complete with magazine and forearm, for Model 1912 Shotgun, all gauges, plain barrel.....	★$35.55
Extra Interchangeable Barrels, complete with magazine and forearm, for Model 1912 Shotgun, all gauges, rib barrel.....	★ 51.25
Extra Barrel only, all gauges, plain	★ 27.50
Extra Barrel only, all gauges, rib.....	★ 37.50

Note: Interchangeable barrel or extra barrels for Model 1912 Winchester shotguns must be fitted at factory by Winchester authorized gunsmiths only

.410 GAUGE REPEATING

Standard grade, take down, slide action, hammerless six-shot repeater. Made in .410 gauge only with 26 and 28-inch barrels, chambered expressly for 3-inch shells. Nickel steel plain or rib barrel in full choke only. Selected walnut pistol grip stock with rubber butt plate. Standard dimensions: 13¾ inches in length; drop at comb, 1½ inches and drop at heel, 2¼ inches. This shotgun will also handle the regular .410 gauge 2½-inch shell. A three-shot magazine plug for migratory game shooting, supplied with each shotgun.

Model	Length barrel	Wt. each	Each
G-4201	26 in. Plain	6 lbs.....	(F)$78.95
G-4204	28 in. Plain	6 lbs.....	(F) 78.95
G-4251	26 in. Rib	6¼ lbs.....	(F) 90.45
G-4254	28 in. Rib	6¼ lbs.....	(F) 90.45

All above, one in a carton

(F) Fair Traded

★ Factory Suggested Resale Price

GUNS - RIFLES - REVOLVERS

AMMUNITION

SPORTING GOODS

Dunham, Carrigan & Hayden Co.

SAN FRANCISCO SINCE 1848

Popular Everywhere

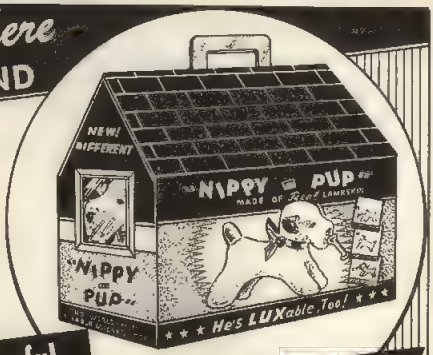
ALL THE YEAR 'ROUND

MAGNETIC

"NIPPY THE PUP"

Trademark Reg.

MADE OF *Real* LAMBSKIN



In His NEW, Handy, Colorful "Carry-Me-Home" Dog House!

He's LUXable, Too!

"A Toy For Children that even Adults Love to Play With!"

See NIPPY and the rest of the Golden Fleece Family at the

NEW YORK TOY FAIR

MARCH 8th to MARCH 20th

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America's Oldest Manufacturer of Lambskin Stuffed Toys

WINCHESTER

TOY COMPANY

2017 South 63rd St. Philadelphia 42, Pa.

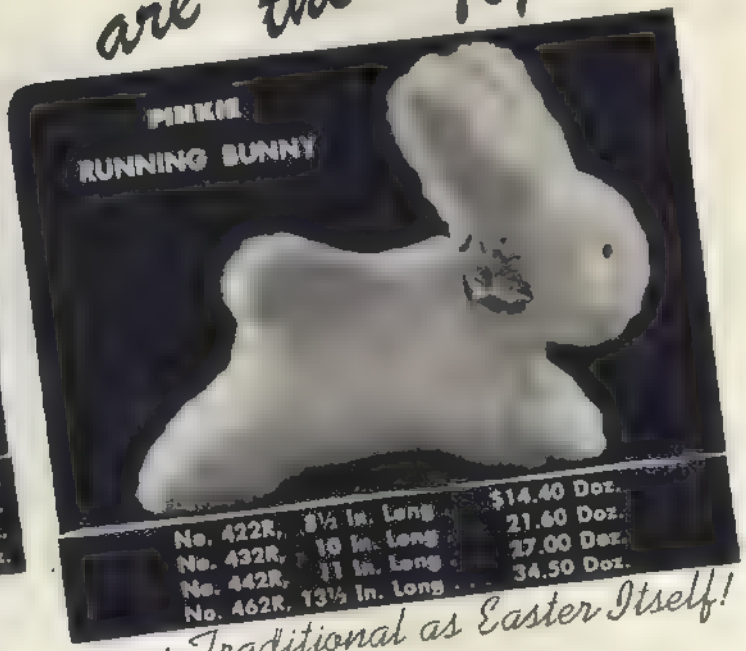
"He who whispers in a well that he has something nice to sell, will not get as many dollars as he who climbs a tree and hollers."

TRUE! and so WE'RE HOLLERING!

GOLDEN FLEECE *Bunnies*

MADE OF *Real* LAMBSKIN

are the Tops!



Golden Fleece Bunnies are as Traditional as Easter Itself!

ABSOLUTELY SAFE!

Eyes and nose are embroidered on. Mothers need no longer fear glass eyes or sharp points which can be pulled out or swallowed.

INDIVIDUALLY BOXED

THEY'RE *LUXable*, TOO!

Fluffy as can be with gentle Lux care.

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For Winter Sales Pick-Up It's

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PICK-UP-STICKS

One of the greatest sellers of all time is now meeting with the public response that made it famous as an all-time record-breaking sales maker.

Write for details.

•

Our 1948 Line of

PIANOS - METALLOPHONES - XYLOPHONES

is now ready

Due to material shortages, you are urged to place your order early in order to enable us to take care of your entire piano requirements.

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IN ALL SIZES—WHITE AND COLORED

Priced For Popular Demand

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During New York Toy Fair

ROOM 1112-HOTEL McALPIN

#118—CLOWNO

I. B. WOLFSET & CO.

27 EAST 22ND STREET NEW YORK 10, N. Y.

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27 EAST 22ND STREET **NEW YORK 10, N. Y.**

WOLVERINE TOYS

CRANE

Bright lithographed metal, 18 inches high. Crane revolves, and bucket raised or lowered by control action of lever.

No	Wt. per ctn.	Per doz.
20	24 lbs.	$26.00

One in a box. One dozen in a carton

BOWLER ANDY MILL

Lithographed metal, 21 inches high. Car carries marbles from chute to base, rising and falling as windmill revolves. Marbles included.

No.	Wt. per ctn.	Per doz.
57A	23 lbs.	$25.60

One in a box. One dozen in a carton

SANDY ANDY

Lithographed metal, 13½ inches high and 16 inches long. Includes can for catching sand.

No.	Wt. per ctn.	Per doz.
630	30 lbs.	$19.00

One in a box. Two dozen in a carton

STREAMLINE RAILWAY

Bright lithographed metal, 17¾ inches long. Bell rings as car is pulled.

No.	Wt. per ctn.	Per doz.
[illegible]	43 lbs.	$21.60

One in a box. Two dozen in a carton

TAXI

Lithographed sky-view taxi with bright metal bumpers front and rear. Equipped with mystery motor; pressure on back of top sends cab speeding. Length, 12¾ inches.

No.	Wt. per ctn.	Per doz.
33	22 lbs.	$26.40

One in a box. One dozen in a carton

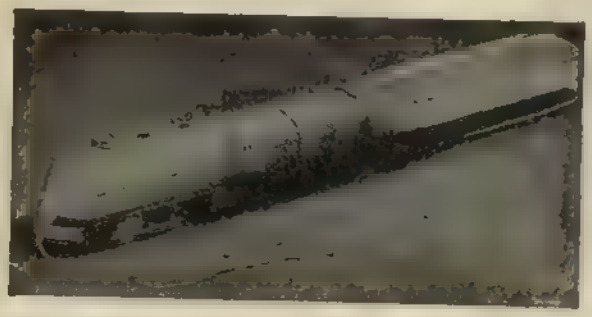
SPEEDWAY BUS

Bright lithographed metal. Pressure on top of bus sends it on run for long distance

No.	Wt. per ctn.	Per doz.
[illegible] 26	35 lbs.	$18.50

One in a box. Two dozen in a carton

LOCOMOTOR AND PULLMAN



Bright lithographed metal, 31¼ inch long. Locomotive, equipped with bell, is coupled to modern Pullman car

No.	Weight per ctn.	Per doz.
163	35 lbs.	$26.00

One in a box. One dozen in a carton

SUBMARINE

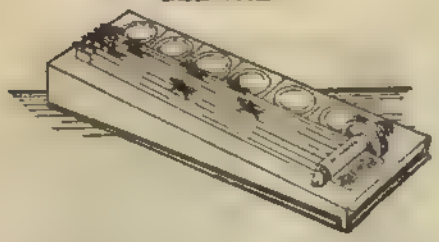
Colored lithographed heavy metal, 13½ inches long. Navigates, dives or rises with adjustment of fins. Wind motor.

No.	Weight per ctn.	Per doz.
S-87	31 lbs.	$25.80

One in a box. Two dozen in a carton

WOLVERINE TOYS

GEE-WIZ

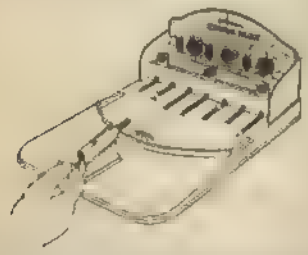


Heavy metal, 15½ inches long. Horses, discs, and flags in 6 corresponding colors. By spinning fly wheel with cord, shaft drives balls to advance horses.

No.	Wt. per ctn.	Per doz
40	13 lbs.	$45.60

One in a box. One-half dozen in a carton

SHOOTING GALLERY



All metal, lithographed. Metal balls are loaded into a swivel gun which discharges one shot at a time at target holes, balls rolling down numbered channels at the base. Bell rings when 500 score is made. Base is 18x11¼ inches.

No.	Wt. per ctn.	Per doz.
151	32 lbs	$31.00

One dozen in a carton

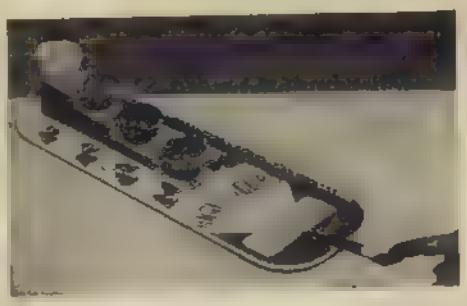
HOOP-O-LOOP

Colored lithographed metal. Player shoots hoop out of gun up incline to loop one of 21 pegs for score. Pegs are numbered and illustrated to represent wild animals. Gun swivels right or left. Hoops included. Length, 19½ inches; width, 8½ inches.

No.	Wt. per ctn.	Per doz
156-A	30 lbs.	$17.60

One in a box. Two dozen in a carton

JINGLE CUPS

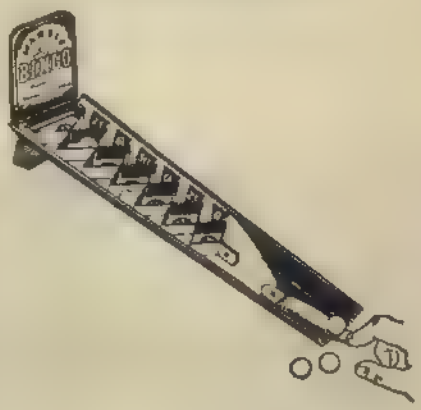


Colored lithographed metal. Colored discs shot from spring, aiming to land in one of 4 cups at back of range. As discs land in cups, the cups ring. Discs included. Length, 18½ inches.

No.	Wt. per ctn.	Per doz.
144	30 lbs.	$15.40

One in a box. Two dozen in a carton

MARBLE BINGO

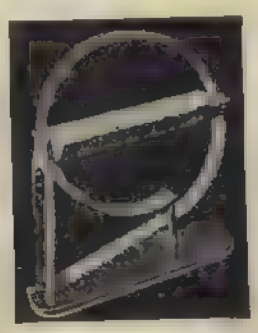


All metal, colored lithographed. Marble is shot from trigger, aimed at diamond-shaped compartments in rack. Bingo is scored when marbles land in 5 consecutive diamonds. Marbles included. Length, 17¾ inches; height, 6 inches.

No.	Wt. per ctn.	Per doz.
60	22 lbs.	$8.40

One in a box. Three dozen in a carton

SHOOT-A-LOOP



All metal colored lithographed. Marble is shot from flat steel spring in base, rolls up and around looped track, and lands in one of scoring holes in bridge. Marbles included. Length, 8 inches.

No.	Wt. per ctn.	Per doz.
59	22 lbs.	$8.40

One in a box. Three dozen in a carton

PITCH 'EM

Two metal enameled plates, 11¾ inches square with rounded corners. Removable steel pegs. Includes 4 metal reinforced rubber horseshoes, 5¾ inches long, and American Horseshoe rules.

No.	Wt. per ctn.	Per doz. sets
154	32 lbs.	$21.60

One set in a box. One dozen sets in a carton

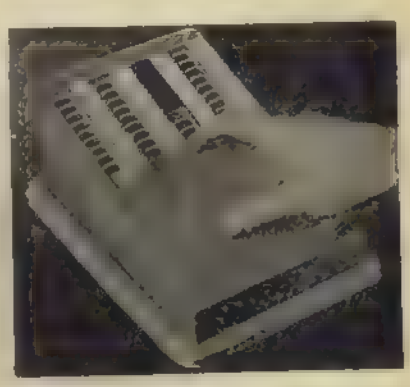
DRUM MAJOR

Colored lithographed metal, 13 inches high. Key wind motor. Hands beat marching rhythms on drum

No.	Wt. per ctn.	Per doz.
27-A	24 lbs.	$36.00

One in a box. One dozen in a carton

ADDING MACHINE



Bright lithographed heavy metal, 6¼ inches wide and 9 inches deep. Adds up to 9,999.

No.	Wt. per ctn.	Per doz.
39	22 lbs.	$27.20

One in a box. One dozen in a carton

WOODETTES • WOODETTES • WOODETTES • WOODETTES • WOODETTES

NOW MECHANIZED!

New WHIRL"WIND" HELICOPTER

The famous Woodette Helicopter is back with even greater play appeal! Wind it up and away it goes—propeller whirling and taxing around like a real helicopter ready for a takeoff.

Here are the new 1948 features:

- **Sturdy—powerful clock spring motor.**
- **All rubber propeller blades.**
- **Latest type break-proof acetate plastic fuselage in an assortment of brilliant colors.**
- **Rubber balloon tires.**
- **Beautifully, individually packaged.**

specifications:

Length 10½"
Propeller Spread—7½".
Individually boxed—
packed 36 to master carton.
Shipping weight per carton 44 lbs.
Suggested retail—$2.69.

See it
at the New York Toy Fair
ROOM 894
HOTEL McALPIN
and Room 305
200 Fifth Avenue

DONT WAIT—ORDER TODAY!

WOODETTES — MERCHANDISE MART — CHICAGO 54

West Coast Repr.: Peter Goldsmith—627 S. Lafayette Pk. Place—Los Angeles

CHILDREN ACTUALLY LEARN TO KNIT AND WEAVE WHILE THEY PLAY WITH THESE SETS THAT ARE MORE THAN JUST TOYS...

BEGINNERS KNITTING KIT (#415)
contains:
- 4 skeins of 100% Virgin Worsted
- 1 pair 10" wood knitting needles
- 1 illustrated 16 page complete knitting instruction book for beginners.

RETAILS FOR $1.00

RETAILS FOR $1.50

LOOMCRAFT WEAVING SET (#410)
contains.
- 1 metal loom
- 1 package assorted colored loops
- 1 large weaving needle
- 1 illustrated instruction leaflet for weaving loops and yarns.

LOOP REFILLS AVAILABLE (Retail 50c)

IMMEDIATE DELIVERY

STANDARD DISCOUNTS
Packing 2 dozen per carton (individually boxed)

REPRESENTATION
EAST—George Frank
CHICAGO—Herman Altshuler

SEE US AT THE FAIR ROOM - 1173

WOOL NOVELTY CO., INC. · 230 FIFTH AVENUE, NEW YORK 1, N.Y.

NEW YORK WORLD-TELEGRAM, SATURDAY, MAY 24, 1947

Children Are Knitting One and Purling Two

Students Learn to Crochet, Knit and Afghan Is C

By GLEDHI

"Who said us guys were sissies?" All of the fourth grade boys at P. S. 169, [illegible] international Festival (left).

A crochet hook is a man-size instrument, decides Joel Shaw, 9. Boys as well as girls are getting instruction in both crocheting and knitting (right).

Pupils of one cla[illegible] have a [illegible] shall it not [illegible] crocheted edge? And if it does, who shall do it? Shall each pupil do a part? Or will that spoil their handiwork?

The four by six-foot afghan is to be sent to a nearby children's hospital and it represents the effort of four months by the pupils, each of whom knitted one six-inch square for the coverlet.

The whole thing really began when the class was chosen as the guinea pig group in a plan by the Institute for Hand Knitting to introduce an educational program of knitting and crocheting in the schools throughout the country. If this class of ungraded children could concentrate and be interest[illegible] the idea so might other [illegible].

Common Project.

The mechanics of knitting and crocheting would not in themselves be sufficiently interesting, obviously, and what was needed was a common project, something all could work on together. Thus the idea of knitting simple squares, sewing them together and making an afghan to present to sick children was devised. It was so appealing to the group that boys and girls soon were busy with bright colored yarn and sturdy wooden needles. Materials for the group were provided by the institute. Once the program is regularly established, the Board of Education will provide material as for any other part of the curriculum.

"There never seemed to be much idea of knitting being sissy stuff for boys," says Miss Peg O'Grady, assistant managing director of the institute. "A few boys did question the idea until I brought in a clipping about a patient at a veterans' hospital so proficient at crocheting that he is teaching others as part of the rehabilitation program. If it was [illegible] it was [illegible]

In crocheting, the simple single stitch was taught first. One boy progressed so fast Miss O'Grady showed him the double stitch. Another boy watched darkly and later called Miss O'Grady aside. Say, he whispered, how about teaching me the triple stitch?" She did, too.

Make Garments.

Some of the boys are learning how to knit simple squares and sew them into sunsuits for smaller brothers and sisters. They like this because it seems rather like a problem in engineering—putting the squares together to form a garment, says Miss O'Grady.

So successful has the handiwork project been with this class that several others at PS 169 are working on knitting and crocheting. What's more the original pupils are going into other classes to help teach.

It is planned by the Department of Education to introduce the knitting and sewing classes into other schools next fall and a special knitting class for teachers is also contemplated.

Mrs. Anne Ritter, [illegible] considers the turtle named "Tillie." Angelica Rosada 12 is the knitting pupil.

What happens when you drop a stitch? Adeline Sagarra, 8, asks and finds out (above).

[illegible]uples [illegible] Vows

[illegible] wedding which [illegible] in the Russian [illegible] of Ch. M. Mad[illegible] S[illegible]

[illegible] with Russian cus[illegible] [illegible] [illegible] [illegible] George [illegible] half brother [illegible] Freeman Sven[illegible] [illegible] Mr Lomasney's [illegible] Van Nor[illegible] [illegible] Judson B[illegible] and De[illegible] Endicott.

[illegible] Lomas[illegible] best man for brother M[illegible] Peter Nitze of Mr and [illegible] Paul H Nitze [illegible] bears.

[illegible] Chave[illegible] [illegible] was edu[illegible] in Europe [illegible] the war [illegible] was a lieu[illegible] in the [illegible] Royal C[illegible] Naval [illegible]

Lomasney a [illegible] student [illegible] Harvard. On [illegible] served as a [illegible] with the A[illegible] forces [illegible] with the [illegible] form of [illegible]

Gardeners, Be on Guard

Easy as flying a kite, says John Spottiswood, 11, as he knits [illegible]

Cutting Technique For All Meats

Although different cuts of meat require different techniques, a few fundamental rules apply to all carving.

1. Draw each stroke of the knife the full length of the blade to produce a smooth slice; do not use a sawing motion.

2. If there is not enough of the choice portion of the cut to go around, each serving should consist of part of the [illegible]

Household Hints

The secret of bright, sparkling windows is clear water. Soap merely streaks the glass and is hard [illegible]

SEE FRONT SIDE OF THIS PAGE FOR THE SETS THAT MAKE THIS POSSIBLE!

It's a Sight to See...

....that NEW LOOK in TOY creations

It's really a sight to see the new 1948 toy designs of Wight Rushton. Each has that freshness in design and costuming which is so important this season. That smart "new look" in fashions which offers a complete change in appearance from head to toe.

If you are looking for something that is different then see the brilliant showing of soft, cuddly toys at the Toy Fair. Dolls, bears, dogs, cats, deer, and a score of novelty items . . all fashioned with a sparkling and irresistible appeal. Don't fail to visit Room 432 - 5th Avenue Building. It's a sight to see.

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•

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TENNIS RACKETS

WRIGHT & DITSON

The guarantee covering tennis racket gut is withdrawn when the racket is once used, as climate conditions greatly affect same.

DAVIS CUP

A real championship racket with 11-ply laminated frame of ash and fibre strip with selected beech outer strip. Bow has rawhide shoulders with handle and throat reinforced with white fibre. Natural finish. Red leather grip. Nylon string in medium and light weights.

No.	Wt. each	Each
2082	13 ozs.	★$16.50

COMET

Eight-ply ash and fibre frame. Bindings on shoulders and throat. Black perforated leather grip. Nylon string.

No.	Wt. each	Each
2163	12 ozs.	★$8.50

COLUMBIA

Nine-ply ash and fibre frame. Regulation size flat reinforcement overlay. Fibre throat face. Selected leather perforated grip. Nylon string

No.	Wt. each	Each
2153	12 ozs	★$12.50

PARK

A sturdy racket of 8-ply ash and fibre construction. Bindings on shoulders and throat. Black perforated leather grip. Nylon string.

No.	Wt. each	Each
2183	11 ozs.	★$7.25

PARAMOUNT

Eight-ply frame of ash and fibre. Full size flat reinforced overlay. Dark tan leather grip with outside grooves. Nylon string.

No.	Wt. each	Each
2173	12 ozs.	★$10.00

SURPRISE

A beginner's racket with laminated frame of ash and fibre strip. Black leather grip. Nylon string.

No.	Wt. each	Each
2193	10 ozs.	★$6.00

All above, one in a paper container

★ Factory Suggested Resale Price

BADMINTON SETS

REACH

A complete four racket set with two double presses; one 20x2 foot net; one set posts; three shuttlecocks and rule book.

No	Wt. per set	Per set
266	12 lbs	★$25.50

One set in a display box

No. 262

A complete two racket set with one press; one 20x2 foot net; one set of posts; two shuttlecocks and rule book.

No	Wt. per set	Per set
262	10 lbs.	★$16.50

One set in a display box

BADMINTON RACKETS

PRIZE CUP

Laminations of ash and fibre. Wood shaft. Reinforced throat and shoulders with Regar bindings on shoulders and shaft. Black leather grip. Nylon string.

No.	Wt. each	Each
2363	5 ozs.	★$7.25

COURT

Wood shaft with laminations of ash and fibre. Bindings on shoulders and shaft. Good grade black leather grip Nylon string

No	Wt. each	Each
2378	5 ozs.	★$6.00

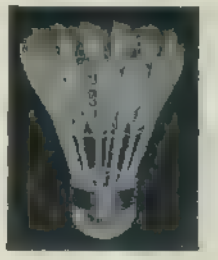
COMET

Fibre and ash laminated bow. Bindings on shoulders and shaft. Brown grip

No.	Wt. each	Each
2393	5 ozs.	★$4.75

Above, one in a paper container

SHUTTLECOCKS

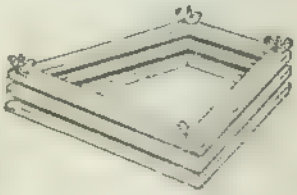


Special outdoor birds, specially weighted for breezy courts Round, uniform feathers. Triple stitched.

No.	Wt. per doz	Per doz
211	6 ozs	★$4.80

One dozen in a box

BADMINTON RACKET PRESS

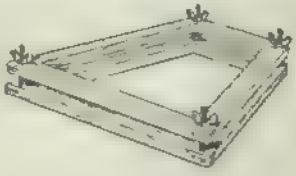


Natural finish hardwood press with four wing nuts. Made to hold two rackets.

No.	Wt. each	Per doz.
BRP-8	14 ozs	$18.00

Loose

TENNIS RACKET PRESS



Made of natural finish, seasoned oak Quick action bolts. For one racket only.

No.	Wt. each	Per doz.
TP-1	1 lb.	$16.00

Loose

TENNIS BALLS

WRIGHT & DITSON

The Championship ball with a lively center of natural rubber and a closely woven thick-napped cover, that actually wears rough instead of smooth. Approved by the U. S. Lawn Tennis Association Three balls are packed in a hermetically sealed can.

No	Wt. per doz	Per doz.
20	3 lbs	★$7.80

One dozen in a carton

PENNSYLVANIA

Two-piece construction Championship ball. Covered with virgin wool, vulcanized to the rubber. Perfect balance. Approved by the U. S. Lawn Tennis Association. Three balls packed in a hermetically sealed can.

No.	Wt. per doz	Per doz
Pennsylvania	3 lbs.	★$7.80

One dozen in a carton

★ Factory Suggested Resale Price

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and our
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and
SUMMER LINE
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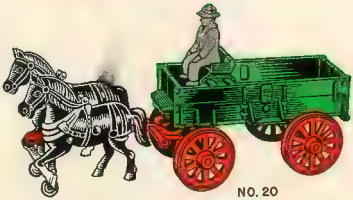
Stanley

CAST METAL TOYS

The FASTEST SELLING LINE of ITS KIND in America!

No. 20 Two Horse Farm Wagon

All Cast Metal. Rust proof. Husky team of shiny black dray horses. Wagon painted green, wheels and tongue red, driver silver. Length 11½". Height 5½". Width 3¼". Horses and tongue can be removed from wagon. Packed in individual colored cartons, one dozen to shipping case. Weight 18 lbs. per case.

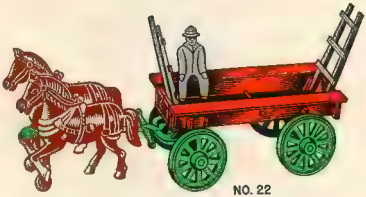


NO. 20

Every STANLEY Toy Is an Authentic Scale Reproduction

No. 22 Two Horse Hay Rack Wagon

All Cast Metal. Rust Proof. Brown dray horses. Wagon red, ladders and driver silver, wheels and tongue green. Length 11½". Height 5½". Width 3¼". Horses and tongue can be removed from wagon. Packed in individual colored cartons, one dozen to shipping case. Weight 18 lbs. per case.



NO. 22

Colorful, Sturdy Low in Price

No. 25 Two Horse Dump Wagon

All Cast Metal. Rust Proof. Black dray horses, red wagon, green wheels and tongue, Silver Driver. Length 11½". Height 5½". Width 3¼". Horses and tongue can be removed from wagon. Has a trip lever that actually dumps load. Packed in individual colored cartons, one dozen to shipping case. Weight 18 lbs. per case.

NO. 25

Beat the Growing Metal Shortage. Order Today While We Can Still Guarantee Delivery.

MANUFACTURED BY

STANLEY TOY COMPANY ★ OCONTO, WISCONSIN

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HAFNER TRAINS

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Again present a broad line of...

NEW and DIFFERENT

"GOOD *and* SAFE" TOYS

MORE BEAUTIFUL—MORE APPEALING—
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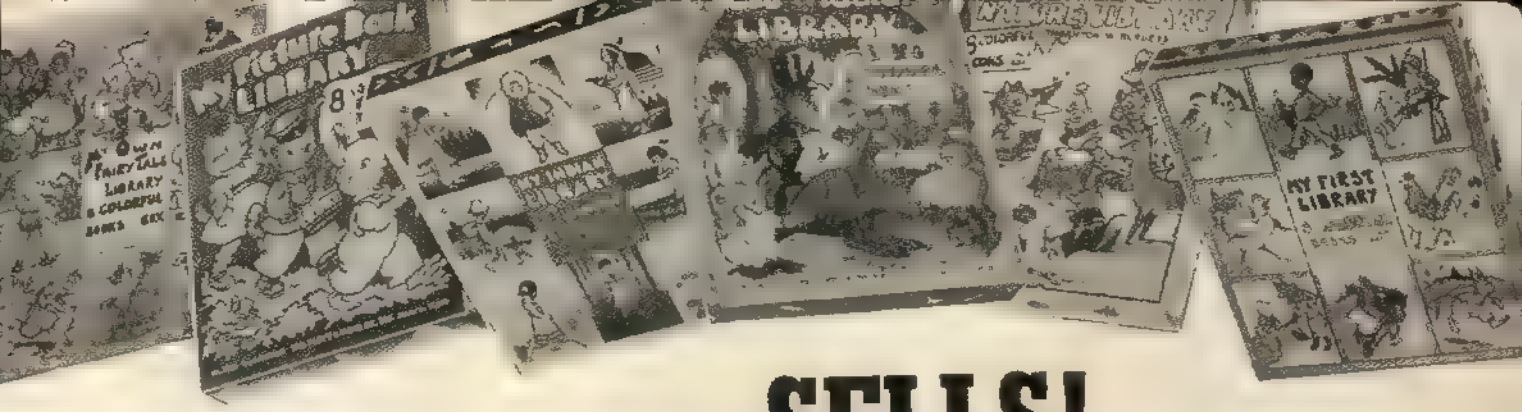

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the leading
public appeal;
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8. Yellow-bellied Parakeet. *(Platycercus flaviventris)*

Autumn is a Frolic—

. . . in the NEW '49 FRAZER!

The crisp joy of an autumn breeze meets your own warm happiness as you drive along. For it's good to know you've seen all the cars on the road—and you drive the proudest one of them all. It's good to be part of a car that's *truly* your own—for you've picked the colors, chosen the fabrics that make this car part of *you*! The surging power, the arrow-straight ride, the almost motionless glide at full throttle . . . all the many thoughtfully-planned touches and conveniences . . . they're all yours. *Your* FRAZER is waiting for you to enjoy it . . . it's at your nearby dealer's. Kaiser-Frazer Corporation, Willow Run, Michigan.

See and drive the new 1949 FRAZER Manhattan —"The pride of Willow Run"—at your dealer's now!

"THE BEAUTY AND DISTINCTION OF CUSTOM CAR STYLING"

Otis F. Bryan

Bryan Leaves TWA For Position at PAL

Otis F. Bryan, one of the last remaining top executives of the Jack Frye administration, has resigned from TWA to become vice president and assistant to the president of Philippine Air Lines.

A veteran of 19 years service with TWA, Bryan joined the organization as a pilot in 1929. In 1943 he was elected a vice president in charge of TWA's war projects. After the war he was placed in charge of operations on the company's new international routes, later taking over the duties of general manager of the international division

▶ **Position Shift**—Following the departure of the Frye administration and consolidation of domestic and international division operations under John A Collings, Bryan late last year was placed on special assignment in connection with TWA's contracts with associated airlines. Bryan's headquarters with PAL (in which TWA has a small stock interest) will be in Manila

TWA also announced the resignation of Robert H. Biron, vice president of industrial relations He will become a vice president of Consolidated Vultee Aircraft Corp., which is now headed by Lamotte T. Cohu, who left the TWA presidency last month. D. W. Harris has been named TWA system director of industrial relations to replace Biron.

▶ **Heads Public Relations**—Meanwhile, Gordon Gilmore was appointed director of public relations for TWA's domestic and international operations.

• Other personal developments:

American Theodore P Gould, who has resigned as vice president of Scandinavian Airlines System, will become AA's director of passenger sales on July 1.

Northwest Larry Knipforts has been named director of sales

Pan American—A S. Galbraith has been appointed supply manager for Latin American operations

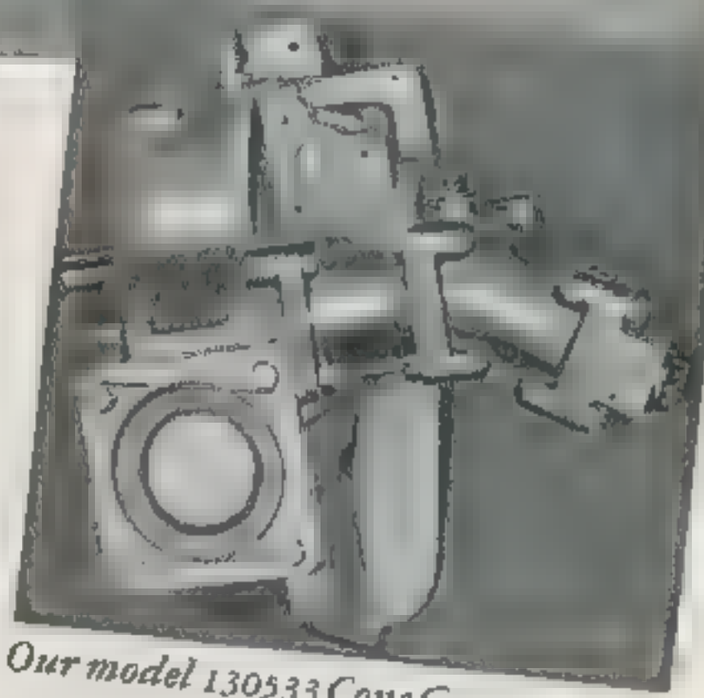
"PACIFIC-WESTERN"

assists in Aviation Progress

This is the Convair 240, 40-passenger plane being put into service by major airlines.

CONE GEAR ACTUATOR USED IN NEW CONVAIR 240

For the first time in Aviation history, Cone Gear type actuators have been designed for use aboard commercial airliners. Cone type gearing, recently added to PACIFIC-WESTERN varied lines of equipment, was selected for the Convair 240 because its high load carrying capacity results in minimum actuator weight.



Our model 130533 Cone Gear type actuator, shown above, is rated at 5800 inch pounds torque at 10RPM output.

PACIFIC-WESTERN engineers, alert to the fast pace of progress being made in the air, completely designed this 250:1 ratio lightweight heavy-duty wing flap actuator.

Let our engineers give you a "LIFT" on your gearing problems

For over a half century, PACIFIC-WESTERN engineers have been designing special gears and geared products to serve industrial power transmission needs. Pioneers in the use of mechanical gear type actuators for aircraft, PACIFIC-WESTERN can help you. We invite you to consult with the specialists on our staff who are trained to serve the aircraft industry.

Write, wire or phone our Lynwood plant for complete information, or if you prefer contact our office nearest you.

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PINEHAVEN CAMPS

Built on the site of an old Indian Village

50 Acres of Forest on the Shore of

LAKE ANASAGUNTICOOK

Pinehaven is convenient to reach by rail or car. Parking facilities for cars and those arriving by train are met by our boat at Canton R. R. station.

Swimming, canoeing, boating, fishing and hunting (during season), hiking are among the activities provided.

Satisfying meals with the privileges of "seconds" served in our dining hall adjacent to the Main Lodge where pleasant evenings are spent around the log fire.

And so to bed for restful slumber in a cozy rustic cabin of your own.

Those who love the woods and waters and desire the peace and contentment to be found there will enjoy to the full the informal program provided by Pinehaven

Leave your "New Look" and your "Bold Look" at home because camp clothes are the order of the day at Pinehaven where what you have under the skin counts for far more than what you have over it

Bring the children (over seven) Trained councillors will provide an active program for them while you relax

SEASON

DEAR — TILL — DEER

(A honeymoon in June) (Hunting in the Fall)

For all inclusive rates and folder, write PINEHAVEN CAMPS, CANTON, MAINE

tournament in this town is the Mecca of many sportsmen.

Rumford is the largest community in the county and is the site of one of the largest paper mills in the world, the Oxford Paper Company. Here the Ellis, Swift and Concord Rivers flow into the Androscoggin and the Falls are within direct view of the business section. This latter is on an island formed by a canal and three bridges connect it with the mainland.

An important social center for that section of the County, Rumford is also regarded as Maine's outstanding winter sports center, with championship ski jumps, ski trails, skating rinks, and other facilities. Nearby is Mount Zircon, famous for its Moontide Spring, the flow of which is influenced by the moon's phases and increases 22 gallons a minute when the moon is full.

North from Mexico are Frye, Roxbury, Byron and Houghton on the road to Oquossoc. Route 17 here follows the course of the Swift River through a region of farms and woodlands, full of ponds and streams, where fishing and hunting facilities abound. Byron, on the Swift River, is one of the few places in Maine where gold can be washed right out of the river bed.

Oxford County comprises a total of 1,980 square miles. It has 301 named peaks and scores of others that bear no name. It is a county of lakes and hills, of medium elevation, where sparkling, pineladen air adds to the zest of living in summer or winter. Its agriculture and industry have been a source of prosperity for its residents and to the thousands who visit the county annually for sports or vacations it offers a rendezvous with nature that has no equal.

Pleasant Island and bridge from mainland

PLEASANT ISLAND LODGE and COTTAGES

IN THE RANGELEY LAKES REGION

Stop! There's no need to look further for the place to spend your vacation. **Like to Fish?**—wait until you hook onto a fighting Rangeley trout or salmon. **Are you a golfer?**—You'll enjoy the three nearby courses. **Play Tennis?**—excellent clay courts. And there's swim- [illegible] fun every vacation [illegible] when you please at Pleasant Island. And there are NO mosquitoes. Comfortable, modern individual log cabin accommodations on island or mainland. Delicious home cooked meals. Moderate charges. Enjoy your vacation here with your children, we cater to families. Good motor roads to camp.

Write for Illustrated Colorgraph Folder

N. G. MORRISON, Prop. Box 5 PLEASANT ISLAND, ME.

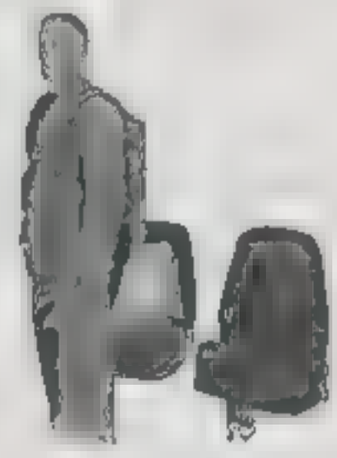
TRAIN SERVICE. Sleeping cars out of New York City arrive Farmington, Me. 9 A. M. Bus or private car meets train. From Boston take 9 A. M. train from North Station to Rumford, Maine. Bus to Camp.

Now A Pioneer Parachute Co. CHAIR PARACHUTE with Exclusive Fool-Proof, Foul-Proof Features

Right—Navion front seat chair as it appears in normal use with chute hidden in upholstery.

Left—"Quick-Fit" Harness has been pulled out to show readiness for split second action.

A tug at chest and leg straps draws harness into perfect fit.



In less than three seconds, wearer moves from chair with chute ready for instant action.

Pioneer's chair chutes can be designed to fit the seats of any type of airplane.

Here's a chair parachute with all the time-tested safety features of other Pioneer fool-proof, foul-proof parachutes. Back-pack designed, the new chair chute becomes an attractive part of the airplane chair upholstery and, when needed, may be put on quickly. No fussing.

The chair chute is equipped with Pioneer's Quick-Fit* Harness which can be adjusted to fit any user perfectly, regardless of size, in less than three seconds.

An achievement resulting from years of research and development by Pioneer Parachute Co., the chair chute can be easily installed, and replaced as easily as a slipcover on most types of airplanes.

Pioneer's chair chute means cabin beauty plus safety. It's there when you need it, but you don't have to wear it while in flight.

Constructed according to military standards, Pioneer's chair chute is made of nylon with webbing of the highest tensile strength and standard 24 foot canopy.

** Patents applied for in U. S. and all principal countries throughout the world.*

PIONEER PARACHUTE COMPANY, INC.

MANCHESTER, CONNECTICUT, U. S. A.

SOUTHWEST FACTORY BRANCH: LOVE FIELD, DALLAS, TEXAS.

Pioneer Parachute Company, Inc., is a Selling Agent for Surplus Parachutes of the U. S. War Assets Administration.

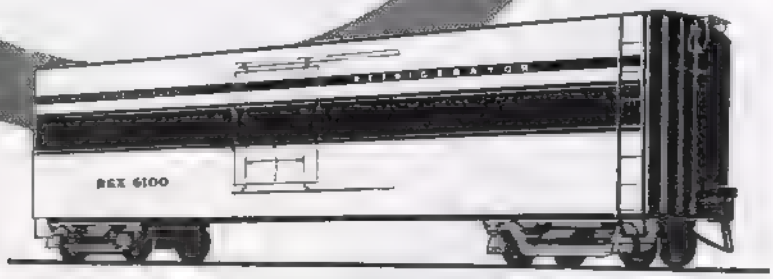
500 NEW HIGH SPEED EXPRESS REFRIGERATOR CARS FOR...

RAILWAY EXPRESS AGENCY

Transporting perishables of every kind is an important part of Railway Express Agency services. With 500 high-speed, passenger train-equipped Express Refrigerator Cars just off the assembly line, we'll be able to do this *better than ever.*

Known as the REX Silver Reefers, these cars carry many types of commodities requiring protection against spoilage. *They are also used for non-perishable traffic.* This means fruit and vegetable growers, for example, can utilize these cars to rush their products to market, while on the return trip the same cars can be loaded with manufactured goods of every description.

This new double-purpose equipment spells the kind of progress Railway Express is ever alert to offer its customers.



REX Silver Reefer REX 6100 TO 6599 INC.

RAILWAY EXPRESS AGENCY INC.

NATION-WIDE SERVICE

RANGELEY INN
RANGELEY, MAINE
(Formerly Rangeley Tavern)

Fishing?—World Famous!
Food?—Duncan Hines Recommends It!
Comfort?—All Rooms Newly Furnished!
Rates?—Down to Earth!

Under Management of
CALIX P. BLOUIN, Owner

Folder Guides Boats

and the frozen lakes making glassy stretches of ice. Widely-known Wilton Academy, a fine public library and an active and enthusiastic civic group help make it an attractive town.

Jay and Chisholm, on the road to Lewiston, are centers of quarrying and pulp and paper manufacture and have seasonal canning plants. Farmington Falls and New Sharon are southeast of Farmington and are pretty towns on the Sandy River noted as agricultural and small manufacturing centers. Chesterville is another pretty farming village, with canning plants and wood products plants.

Weld, northwest of Farmington, is in a beautiful valley surrounded by rugged mountains. Here is found Mount Blue State Park, which lies also partly in Avon. This park contains 4,920 acres, runs to the east shore of Lake Webb and embraces Center Hill, with a good highway leading to its 1,600-foot summit. Scenic drives and hikes, swimming and water sports and a marvelous panorama from a parking overlook make Mount Blue State Park a favorite of campers and tourists.

Northeast of Farmington is the little village of New Vineyard, a favorite hunting and fishing area. Strong, on the Sandy River, is a farming, livestock and small industry center on the road to Kingfield. The latter is a

WELD INN
Overlooking Beautiful Lake Webb in the Rangeley Region
Modern accommodations. Bathing beach Bass, Trout, and Salmon Fishing. Rates on request.
Relief from hay fever
Open until October 1st Booklet
MRS. FRED B. WHITIN WELD, MAINE

Mooselookmeguntic House and Camps
Haines Landing in the Heart of Rangeley Lakes Region
Twenty-seven comfortable cabins with all conveniences Hotel service and meals. Best fishing in region. Season opens about May 15th. Write, wire or phone for reservations.
LOAMMA A. THOMAS MABEL BURNS THOMAS
Phone Rangeley 13-3 R. O. Oquossoc, Maine
Western Union Rangeley 41st year owner-management

ECHO VALLEY LODGE
PHILLIPS, MAINE
If it is a real hunting or fishing trip you are planning, let's get together at Echo Valley Lodge. Accommodations for 12 guests, good meals, friendly atmosphere. Open April 15 to December 1 Rate, $7 per day, American Plan. *Booklet on request.*
For reservations write to BILL and PEG NATALE, Phillips, Maine, or phone: Phillips 6-13

LOG CABIN HOMES IN THE PINES
Accommodating from two to eight guests. Excellent fishing, golf, and all of the usual out of door sports. Situated on the shore of Rangeley Lake. Modern conveniences. Central dining room. Hotel service. Also modern housekeeping camps, accommodating two to four guests. Illustrated booklet. Boats, guides and licenses available at camps.
MOON TIDE SPRING CAMPS
RANGELEY LAKES MAINE

RANGELEY MANOR Camps
- Rustic Log Cabins
- Thoughtfully Planned
- Complete Kitchens
- Recreation Lodge
- Snack Bar

Rangeley's Most Modern Housekeeping Cabins
CURT MERCER Box. 248 RANGELEY

Photo courtesy Consolidated Vultee Aircraft Corpn.

Romec Series RD—8500 Fully Submerged Water Injection Pump.

Romec RD—7800 Water Injection Pump.

Romec RB—7550 Pressure Regulator Valve for Fuel or Water Injection.

ROMEC, the first and the oldest name in Rotary Vane Aircraft Pumps—is still first in dependability.

Like the first "Round The World Flights" with ROMEC Pumps, so the latest 300 m.p.h. passenger ships are also equipped with ROMEC Pumps. The ROMEC line includes fuel pumps, air pumps, transfer pumps, hand starting and emergency fuel pumps, positive displacement water injection pumps, oil pumps, and valves.

ROMEC pumping equipment has been used on most types of aircraft for nearly two decades. Illustrated here are only a few of the most popular ROMEC models in production and use around the world. Write for literature stating the type of pump you are most interested in now.

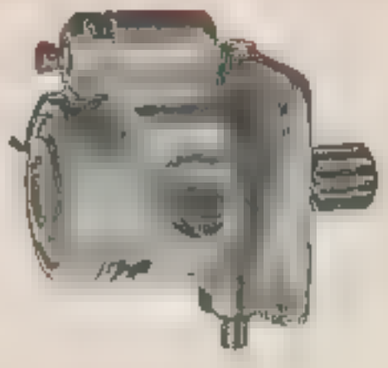
ROMEC PUMP COMPANY

ELYRIA, OHIO, U. S. A.

A Division of LEAR, Incorporated

SPECIALISTS IN PRECISION ENGINEERED PUMPS FOR NEARLY TWO DECADES

Romec RD—3880B Air Pump for Vacuum Instruments and De-Icing.



Romec Series RD—7750 Non-Pulsating Fuel Pump.

Romec RD—5300 Non-Pulsating Fuel Pump.

Romec RD—4370 Hand Starting and Emergency Fuel Pump.

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ENGLAND

A licence has been granted to the Argentine Government for the manufacture of Rotol Propellers. This agreement provides further evidence of the acceptance of Rotol products throughout the aircraft industry of the World.

ROTOL LIMITED · GLOUCESTER · ENGLAND

Waldo County

On the western shores of Penobscot Bay and the mouth of the Penobscot River, stretching from the blue Camden Hills to the head of ice-free winter navigation at Winterport, Waldo County in south central Maine comprises an area of 724 square miles extending back into an inland farm and lake country bordered by Knox, Lincoln, Kennebec, Somerset and Penobscot Counties.

Focal point in the county is the City of Belfast, a famous seaport town and hub of a network of roads radiating to all sections of the county. On the seaward side, Belfast is likewise a hub for steamer and small boat traffic from the islands to the east and southeast in Penobscot Bay and thus serves as a shopping and commercial center for an area within a great land and sea circle from the city center.

Along the shores of the bay and river are a series of other seaport, fishing and resort towns, while back from the coast is a large farming, lake and mountain region, where apples, potatoes, vegetable raising, poultry farming and dairying combine with lumbering and resort activities to provide a healthy, economic livelihood for Waldo County residents. Its shoreside quarries have provided granite for paving blocks and buildings in some of the largest cities of the Country

U. S. Route One enters Waldo County from Camden, skirting the shore through Lincolnville and Northport, both favorite resort towns for surrounding areas. From Lincolnville a ferry services Islesboro, largest island on this section of the coast, with an exclusive summer colony and a yachting center that make it the richest town in the county. An auxiliary road from Camden, Route 137, follows the northern side of Megunticook lake to Lincolnville Center and Camden, passing through a beautiful countryside area.

Belfast is situated on a side-hill sloping gradually to the shores of Belfast Bay and the Passagassawaukeag River, its highest points commanding a sweeping view over the island-studded waters of Penobscot Bay. Many fine old mansions sheltered by stately trees recall the days of past mercantile and seafaring glory. A 15-acre city park is directly on the shores of the Bay and has modern facilities for trailers, camping, swimming and other activities. The city's excellent hotels and shopping facilities, its quiet streets and nearness to all forms of recreational opportunities make it a center for visitors in this section of the State.

North of Belfast is Searsport, home of many sea captains and ocean shipping point for the Bangor and Aroos-

Heart of The Maine Coast

A WARM AND CORDIAL WELCOME AWAITS YOU

BELFAST

Queen City of Waldo County

Scenery—Rich with purple hills . . . The Sparkling Sea . . . Gem-like islands!

Boating — Hoist a white sail on Penobscot Bay and cruise on a voyage of contentment!

Touring — Travel to any point in Maine and return in a single day!

ON ROUTES 1 AND 3 • THE B & ML R. R. • A MUNICIPAL AIRPORT

For Information and Booklet Contact Belfast Chamber of Commerce

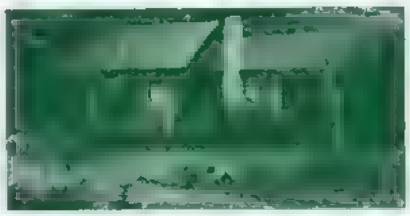
ROYAL PINE CAMPS Burnham, Maine

ROYAL PINE CAMPS ARE LOCATED ON A WHITE SAND BEACH ON UNITY LAKE, 20 MILES NORTH OF WATERVILLE

Individual cabins with fireplaces, hot and cold water, and all modern conveniences. Attractive log lodge with eight rooms overlooking lake and central dining room where we aim to satisfy in service and delicious food. Wonderful fishing, small mouth bass fishing, also pickerel and perch. Water sports. American Plan

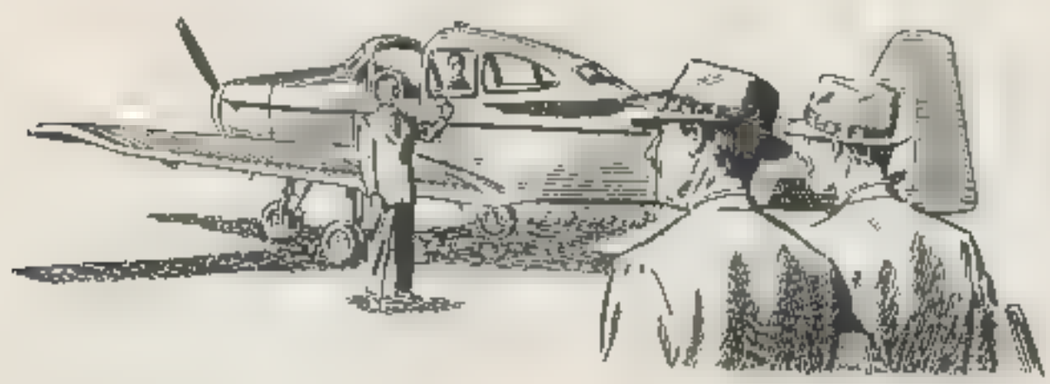
Pamphlet on request

Address correspondence to
MRS. WILLIAM VON OESEN



In writing to advertisers, please mention "Maine Invites You"

HERE'S WHY THERE'S PROFIT FOR YOU IN A RYAN NAVION DEALERSHIP



A QUALITY PRODUCT. The 4-place, all-metal *Ryan Navion* is the ideal personal and business plane . . . a unique balance of safety, speed, ruggedness and comfort. Millions of dollars in engineering and tooling have been invested to bring the *Navion* to matchless perfection.

A PROVEN PRODUCT. Thousands of hours of actual performance under all conditions have proven that the *Ryan Navion* has the most intelligently chosen and best engineered combination of all the features desirable in a personal and business plane.

AN ACCEPTED PRODUCT. More than a thousand present *Navion* owners agree there is no finer plane on the market. Here's the plane that even competition praises . . . the plane that makes news in aviation publications, national magazines and on network radio. *Navion* orders now exceed production.

A NATIONALLY ADVERTISED PRODUCT. We're bringing your customers to you in hard-hitting, month-in-and-month-out advertising campaigns, such as the actual Navion case histories now running in TIME Magazine. We also have a practical sales and advertising kit for dealers, and we are able and willing to give sales and advertising assistance to dealers.

AN AGGRESSIVE MANUFACTURER. Ryan backs up the *Navion* with over 25 years of know-how in design, manufacturing, sales and operating experience. We're already turning out a specialized group of factory-trained mechanics for dealers. We also have a result-getting program for the promotion of parts and accessories.

A GENEROUS FRANCHISE. You'll find us a manufacturer who understands the problems of our dealers. That's why we have a sound, workable franchise open to operators and businessmen who can *sell* planes and serve customers to complete satisfaction. If you are not now representing a 4-place airplane in this rapidly growing market, wire or write us immediately for full details about excellent territories still open.

Ryan Navion

RYAN AERONAUTICAL COMPANY, 410 Lindbergh Field, San Diego, California

engineers, cost of modifying the cockpits of the planes affected and the possible payload loss have figured importantly in the airlines' opposition to the flight engineer requirement. Flight engineers' pay averages around $500 monthly. American, United, Braniff, National, Delta and Panagra probably will require around 327 engineers for their 109 DC-6s. Result: additional expense of almost $2,000,000 annually.

CAB officials and the Air Line Pilots Association claim that additional safety will more than compensate for the extra expense. Only this month TWA was making public relations capital out of the fact that its Constellations had flight engineers. Large TWA newspaper advertisements stated that the presence of "this extra man in the cockpit" is one of the biggest reasons why airline travelers should ride Constellations.

CAB Issues Findings On Three Accidents

Mechanical failures were responsible for two accidents and pilot error probably caused a third mishap on which reports were issued recently by the Civil Aeronautics Board.

The crashes, which resulted in only two fatalities:

▶ **Eagle Air Freight**—Crash of a DC-3 on Mt. Hamilton, near San Jose, Calif., last Mar. 8 was probably caused by the flight's deviation from its clearance and from approved instrument procedure. The crew had been cleared for a straight-in approach to San Francisco Municipal Airport, where the ceiling was 700 ft. and the visibility three miles. The plane hit the mountain 20 miles east-southeast of the Moffett radio range station at an 1800 ft. elevation. There was no evidence of structural failure or mechanical malfunctioning. The two crewmen, only occupants were killed.

▶ **Capital Airlines**—The accident which severely damaged a company DC-3 while on a ferry flight from Norfolk, Va., to Washington, D. C., on May 8, 1947, was probably caused by fatigue failure of one of the articulating rods in the left engine during flight. The two crewmen, only occupants of the craft, were uninjured in the emergency landing in a field near Hartfield, Va.

▶ **Pan American Airways**—The mishap involving a wheels-up landing of a PAA Constellation at Accra Gold Coast, Africa, last Mar. 24, was probably caused by failure of the nose wheel actuating mechanism. Investigators found that extension of the nose wheel gear was restricted by the hydraulic actuating cylinder, whose piston did not extend sufficiently to permit engagement of the lock-down device. No one was injured in the landing, and the plane was not damaged extensively.

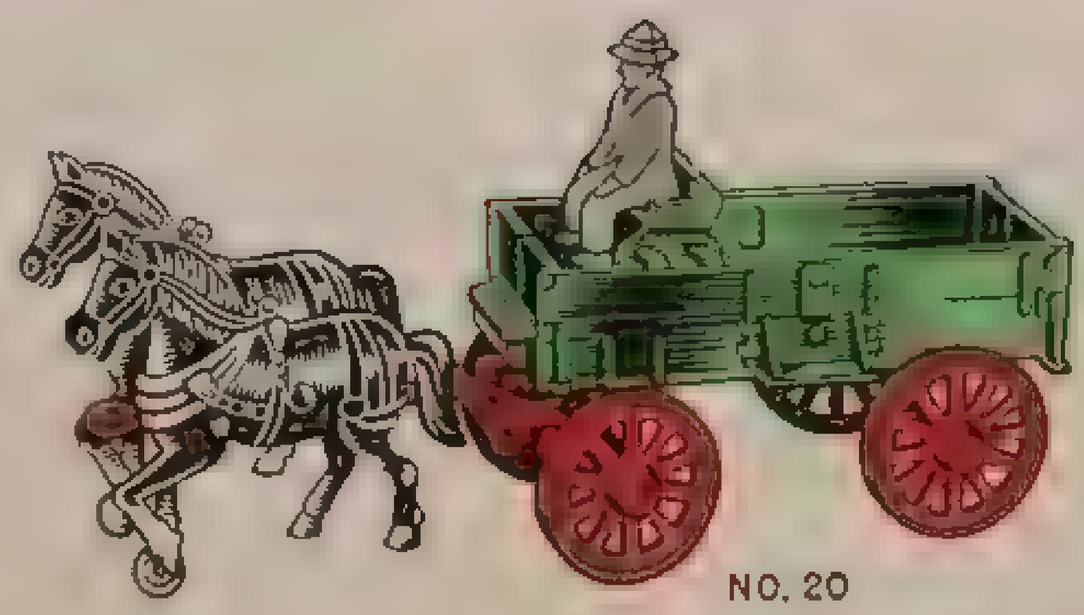
Stanley

CAST METAL TOYS

The FASTEST SELLING LINE of ITS KIND in America!

No. 20 Two Horse Farm Wagon

[illegible] Husky team of shiny [illegible] Wagon painted green [illegible] red driver silver. Length 11 [illegible] Width 3 [illegible] rses and tongue [illegible] moved from wagon. P[illegible] in individual colored cartons, one dozen to shipping case. Weight 18 lb per case.

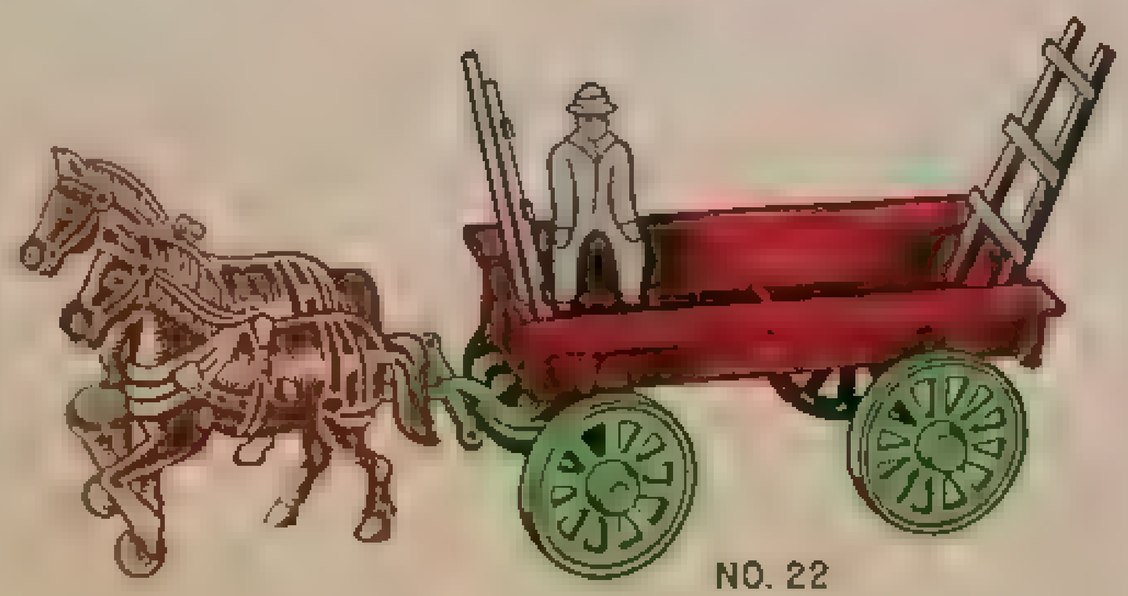


NO. 20

Every STANLEY Toy Is an Authentic Scale Reproduction

No. 22 Two Horse Hay Rack Wagon

[illegible] Metal. Rust Proof. Brown draw [illegible] and driver silver, wheels and [illegible] Height 5 [illegible] Weight [illegible] and tongue can be removed from [illegible] in individual colored cartons [illegible] shipping case. Weight 18 lbs [illegible]

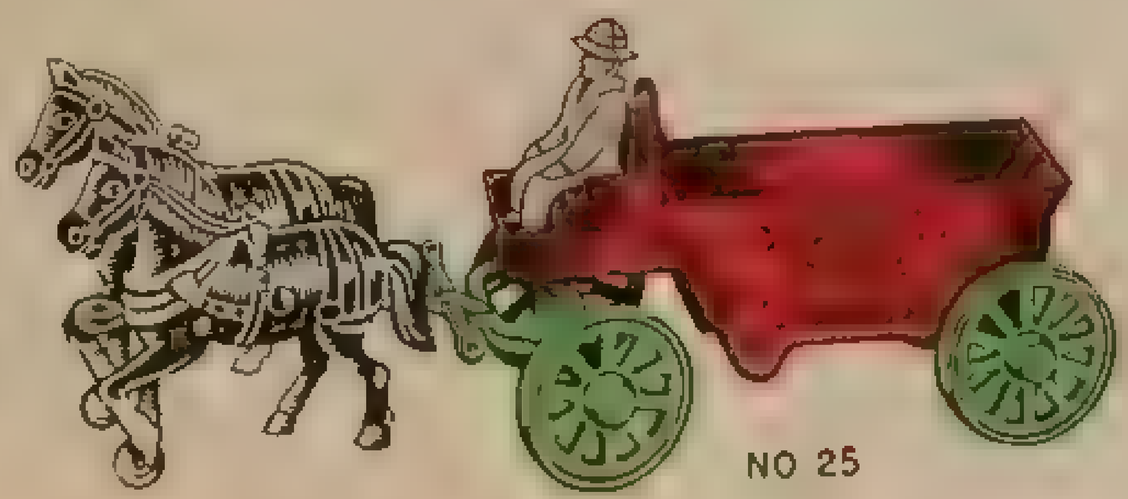


NO. 22

Colorful, Sturdy Low in Price

No. 25 Two Horse Dump Wagon

[illegible] Has a trip lever that actually dumps load [illegible] individual colored [illegible] case. Weight 18 lb [illegible]



NO 25

Beat the Growing Metal Shortage. Order Today While We Can Still Guarantee Delivery

MANUFACTURED BY

STANLEY TOY COMPANY ★ OCONTO, WISCONSIN

MB MILTON BRADLEY

FRONT PAGE *items!*

SIZE — 14⅜" x 12⅜"
Price—Each, $1.50 Retail

High on the list of MILTON BRADLEY'S many box office champions is this series of four separate games about story-book favorites: PETER RABBIT . . . THREE LITTLE KITTENS . . . THREE LITTLE PIGS . . . THE LITTLE RED HEN

Children are fascinated by these TALKING games that quickly develop imagination and conversation. Each game is complete with unusual playing pieces and colorful spinner. Attractively boxed to simulate bound books, they make a welcome addition to any playroom.

OTHER MILTON BRADLEY FIRSTS!

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Buckaroo (4705)	$1.75	Easy Money (4457B)	$2.00
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Go to the Head of the Class (4175-6) $2.00 Retail

psych-tested

WRITE FOR OUR NEW CATALOG No. 88

*Tested-selected toys and games to inspire greater pleasure and education for boys and girls in this preschool group

MILTON BRADLEY COMPANY
SPRINGFIELD 2, MASSACHUSETTS

The Unseparated Crew

– an Important Safety Factor

Flying a modern traffic aircraft is teamwork; each member of the crew pulls his weight. External conditions on a flight sometimes change as rapidly as the picturesequence on a screen. At such times there must be swift communication among the members of the crew, if every piece of information is to be coordinated in to a unified picture for the pilot's guidance. In Saab Scandia the entire crew sits grouped in the pilot's compartment; talk is unhampered, and every observation can be reported as it is being made. The crew of four functions as one man — an exceptional safety factor.

SIGNIFIES SAFETY

Scandia

SVENSKA AEROPLAN AKTIEBOLAGET · SAAB AIRCRAFT COMPANY · SWEDEN

SAGAMORE LODGE AND CAMPS - - QUIMBY POND
RANGELEY LAKES REGION
A "homey camp" away from home. Central dining room, electric lights, fireplaces, private baths, tennis, fishing, golf and riding nearby. $6.00 up. Write for Booklet. Address SAGAMORE LODGE, RANGELEY LAKES, MAINE

THE BARKER
HOTEL AND LOG CABINS
On Shore of Mooselucmeguntic Lake, one of the Rangeley Chain
Excellent bathing beach and tennis courts
Golf nearby American Plan
Folder on request
Florence B. Harnden, Mgr P. O. Rangeley, Maine

From Rangeley Route 4 goes northeast to follow the South Branch of the Dead River, through Dallas Plantation to Stratton. A private toll road goes north to the Kennebago Region, with Big and Little Kennebago Lake and connecting Kennebago Stream, a region where fly fishing is unequalled

West from the village of Rangeley is the road along the northern side of Rangeley Lake to Mountain View, Oquossoc, Haines Landing, Bald Mountain, Barker and Mooselookmeguntic Lake. From Oquossoc Route 16 traverses Northern Oxford County to Wilson's Mills at the western side of this magnificent recreational area Like Northern Oxford County, this northern side of Franklin County is a wonderland of lakes, streams and mountains with nothing but trails and woods roads once the vacationer leaves the paved main highways.

In spite of its wilderness appeal, the region is well spotted with camps, lodges, summer resorts, hotels and other modern conveniences. In addition to the seaplane base a Class One airport at Rangeley brings in vacationers and private planes. State fish hatcheries breed salmon and trout at Oquossoc and the Rangeley Game Preserve covers many hundreds of acres, assuring a constant supply of game to the surrounding areas.

The log cabin style of summer hotel life was born in this region, with comfortable camps containing fireplaces, baths, housekeeping service and other details, such as central dining rooms, libraries, group entertainment, etc.

From its rich agricultural areas and thriving industrial activities to its wonderland of recreational features, Franklin County has long been one of the outstanding and most attractive areas in Maine for visitor and resident alike.

YORKS LOG VILLAGE
LOON LAKE RANGELEY, MAINE
Free—saddle horses, golf, tennis, garage, boats, canoes are included in the weekly rates. Every cabin has long distance telephone. American Plan. All conveniences and up-to-date hotel service with the atmosphere of an exclusive club. NO HAY FEVER. Four generations of hotel men. Protestant and Catholic churches nearby.
GERALD YORK

LAKE VIEW CAMPS
Overnight and housekeeping cabins. On Rangeley Lake one mile from Rangeley Village. Gas and wood stoves. Electric lights, good beds and hot water. Dairy products at our farm.
Booklet
LYNWOOD ELLIS, Prop.

The Pickford Camps and Lodge
ROUTE 4, RANGELEY LAKE, MAINE
Ideal location on the shore of the FAMOUS Rangeley Lake
24 MODERN UP-TO-DATE CAMPS Central Dining Hall
Information gladly furnished on request
MRS. H. A. LOOK, Mgr. RANGELEY, MAINE

Equipped by Saval

★ SAVAL IS PROUD TO CONTRIBUTE TO THE SAFETY AND DEPENDABILITY OF THIS 300-MILE-PER-HOUR, POST-WAR AIRLINER

Saval 3000 PSI controls used on this modern transport are the mutual choice of both Consolidated Vultee and its airline customers based on past performance of Saval's "Shear-Seal" valves. Fourteen "Shear-Seal" units are incorporated in the Convair-Liner, including: **Landing gear selector valve, Landing gear service valves, Wing flap selector valves, Main system by-pass valve, Passenger door valves, and Cabin pressure emergency shut-off valves.** Saval's large staff of fluid engineers are always ready to serve you. Offices are maintained in three geographical aircraft centers for your convenience — Los Angeles, New York and Wichita. Call or write for complete information.

SAVAL

SAVAL, INC • 1915 EAST 51ST STREET • LOS ANGELES 11, CALIFORNIA

SEBASCO LODGE
AND COTTAGES

ON CASCO BAY
Sebasco Estates, Maine

Where every effort is made to make your vacation an enjoyable one of rest or play.

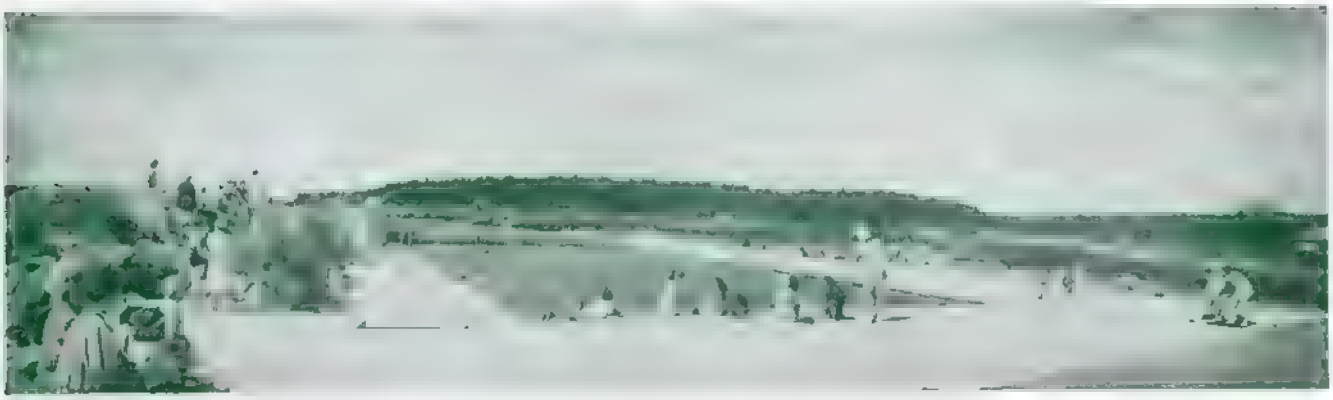
You will find everything on Sebasco Lodge property — a sports nine hole golf course, the finest outdoor salt water swimming pool in New England, private sandy bathing beach in secluded cove, perfectly kept tennis courts, private dances for guests, bowling alleys, movies, boat trips and hiking.

Sebasco Lodge and Cottages are ideally situated combining rock-bound coast, open ocean and pine scented forests. The accommodations are of the best — every modern convenience and comfort. Maine sea foods are at their tastiest in the Sebasco Lodge dining room.

Rates: $6.00 to $12.00 daily,
American Plan
Season June 15 — October 1

Send for folder
Richard D. Cushman
Sebasco Lodge
Sebasco Estates, Maine
From October 1 to June 7
address
107 Elm Street
Portland, Maine

Air view showing Main House and Annex, Lighthouse, Clipper, Early Bird House and a few of the cottages.



Presenting the SEALAND...

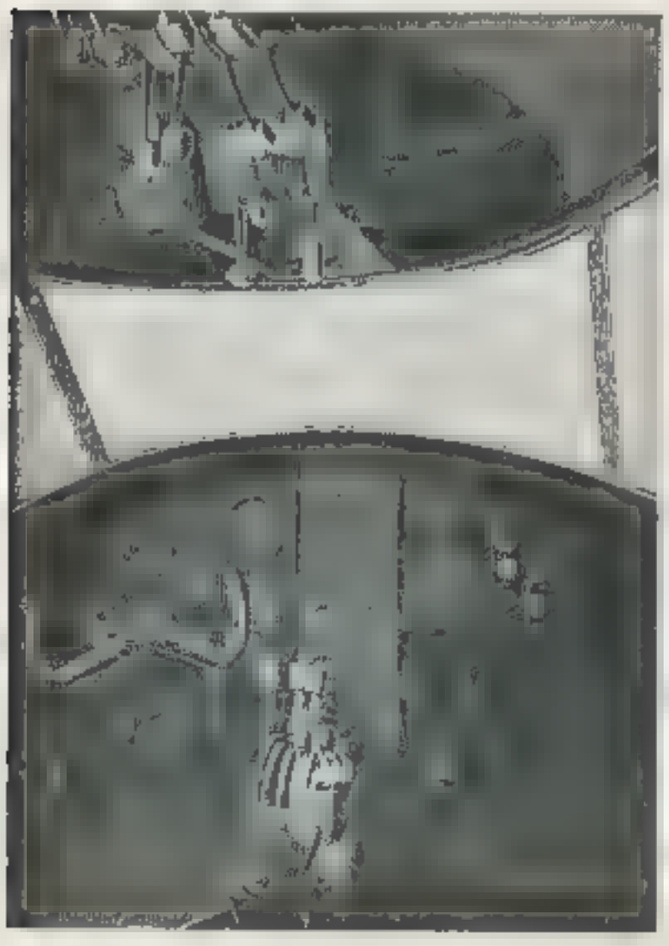
Passengers *will praise the Sealand's attractively designed interior, finished in washable leather fabric, its comfortable seating and wide windows*

You've only got to ask

The Sealand, new 5/8-seater amphibian, is now coming off Short's production line. It's worthy of your attention wherever you are operating and whatever your aviation purpose. For the Sealand is the most adaptable, universally useful aircraft of its type ever designed. It's just the thing for charter companies and feeder lines. It is readily converted into a freighter, an ambulance, a mobile showroom, or — equipped as an office — a business man's transport. And it's as light and easy to handle on land as on water.

Getting down to it

Let's have a few estimated performance figures. The Sealand, at maximum economic cruising power — altitude 6,600 ft. — does 174 m.p.h. Its range, at 127 m.p.h., is 776 statute miles with full tanks (120 gallons) and 926 lbs. of freight. With less fuel (54 gallons) it will carry 1,400 lbs. of payload, which is roughly equivalent to 7 passengers and baggage, a range of 305 statute miles. Take-off distance is only 575 yds. (in 28 seconds) from water; 370 yds. from land. Landing speed is 69 m.p.h., and service ceiling is 21,600 ft.



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The Sealand *is reliably powered with two 330-h.p. D.H. Gipsy 70 engines. The cockpit is neatly and effectively laid out, and affords an exceptionally wide field of vision.*

Where breeding counts

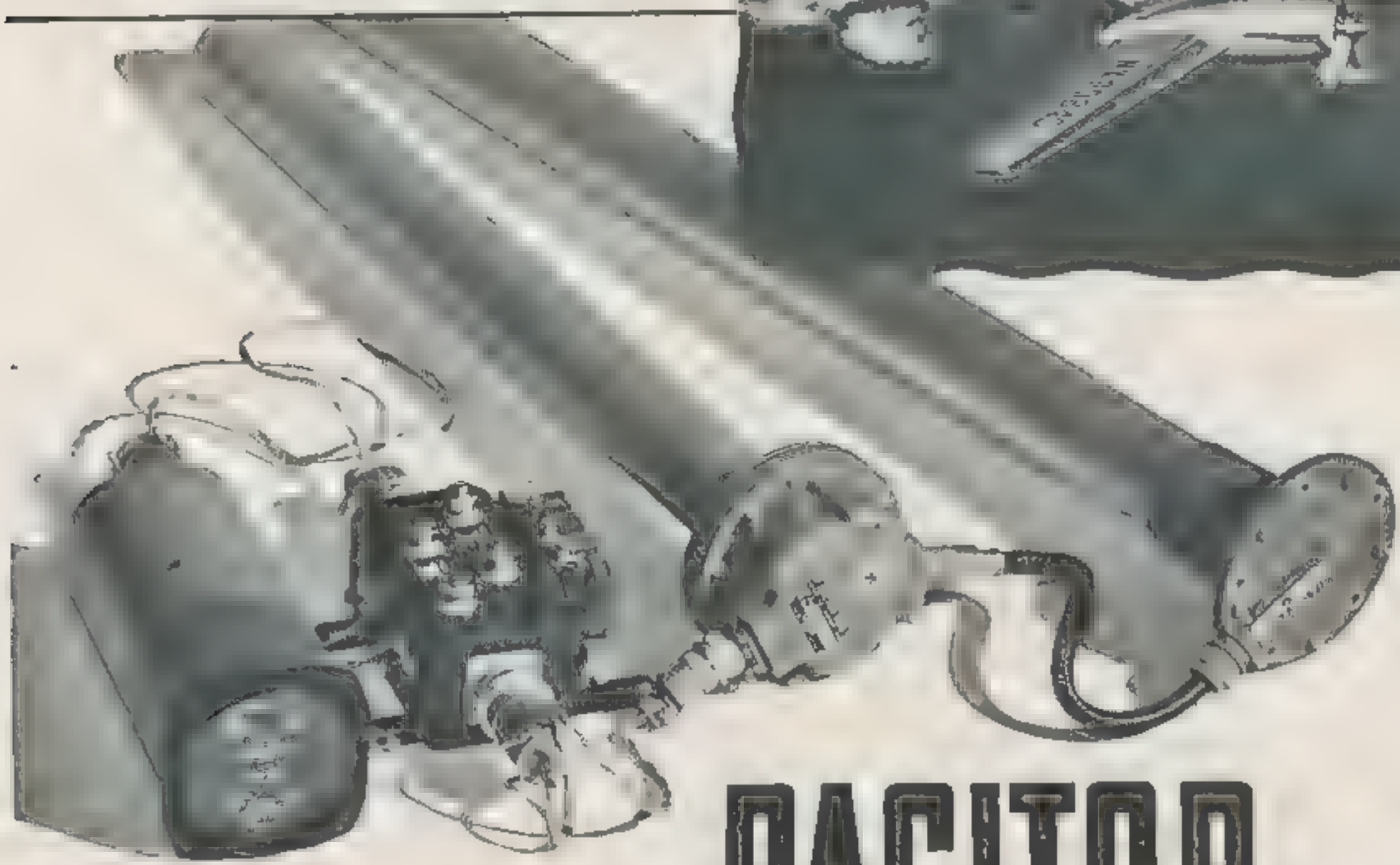
Of course, great care has been taken to ensure that all Air Registration Board safety requirements have been met, and that airworthiness is unimpaired if one engine fails. Why "of course"? Because for nearly 40 years Shorts have been designing and building their famous family of flying boats. The Sealand thus has a proud ancestry. We suggest that, if you would care to operate this new amphibian, you write for complete details and tell us your requirements.

Shorts *The first manufacturers of aircraft in the world*

SHORT BROTHERS & HARLAND LIMITED, QUEEN'S ISLAND, BELFAST

Salute to Convair-Liner 240

A notable addition to America's air transport fleet! The Convair-Liner is the world's first pressurized medium range passenger transport . . . It flies with the Simmonds Pacitor Fuel Contents Gauge.



THE SIMMONDS PACITOR GAUGE

(REGISTERED)

As the leader in the field of electronic fuel contents gauging the Pacitor was a natural selection for the Convair-Liner. The Pacitor Gauge is now standard on more than 15 types of planes built by nine different manufacturers. It flies in the equipment of 15 different domestic and foreign air lines. It is also specified for an impressive number of advanced-type military air craft.

Specified on Equipment for:

American	KLM
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SKOWHEGAN

On the KENNEBEC

From the Indian Name Meaning
"A PLACE TO WATCH"

Bearing one of the best known names of any town or city in the United States, SKOWHEGAN is annually the mecca for tourists from far and wide. While it is not a resort town in the strict meaning of the term, the fame of the nearby theatrical colony of Lakewood and the annual Skowhegan State Fair are magnets which attract visitors in ever increasing numbers from every state of the Union.

Named years ago by Artemus Ward as the "Garden Spot of America" Skowhegan's location on the storied and historical Kennebec River is one of unsurpassed beauty. Located at the junction of U. S. trunk highways Nos 2 and 201, Skowhegan is a natural stopping off place for travelers to Quebec, Moosehead Lake, Bar Harbor and the White Mountains and many choose it as their headquarters from which to make side trips to points of interest all over Maine.

A gift to the town from a former resident and Governor of the State of Maine, Coburn Park, at the easterly end of Water Street, impresses strangers with its tranquil and unspoiled natural loveliness. The park's flowers, shrubs, countless trees of many varieties, lily pond and broad lawns are a lure which can not be resisted.

SKOWHEGAN STATE FAIR—ANNUALLY SINCE 1819

August 14-16-17-18-19-20-21, 1948

Featuring livestock exhibits of prize farm animals, poultry, rabbits, farm and garden produce, agricultural machinery, 4-H Club exhibits, Fish and Game exhibit, magnificent flower show, pari mutuel racing and horse pulling Automobile Thrill Show, mammoth midway, Contest to select Miss Maine to represent the state at Atlantic City s Miss America Pageant

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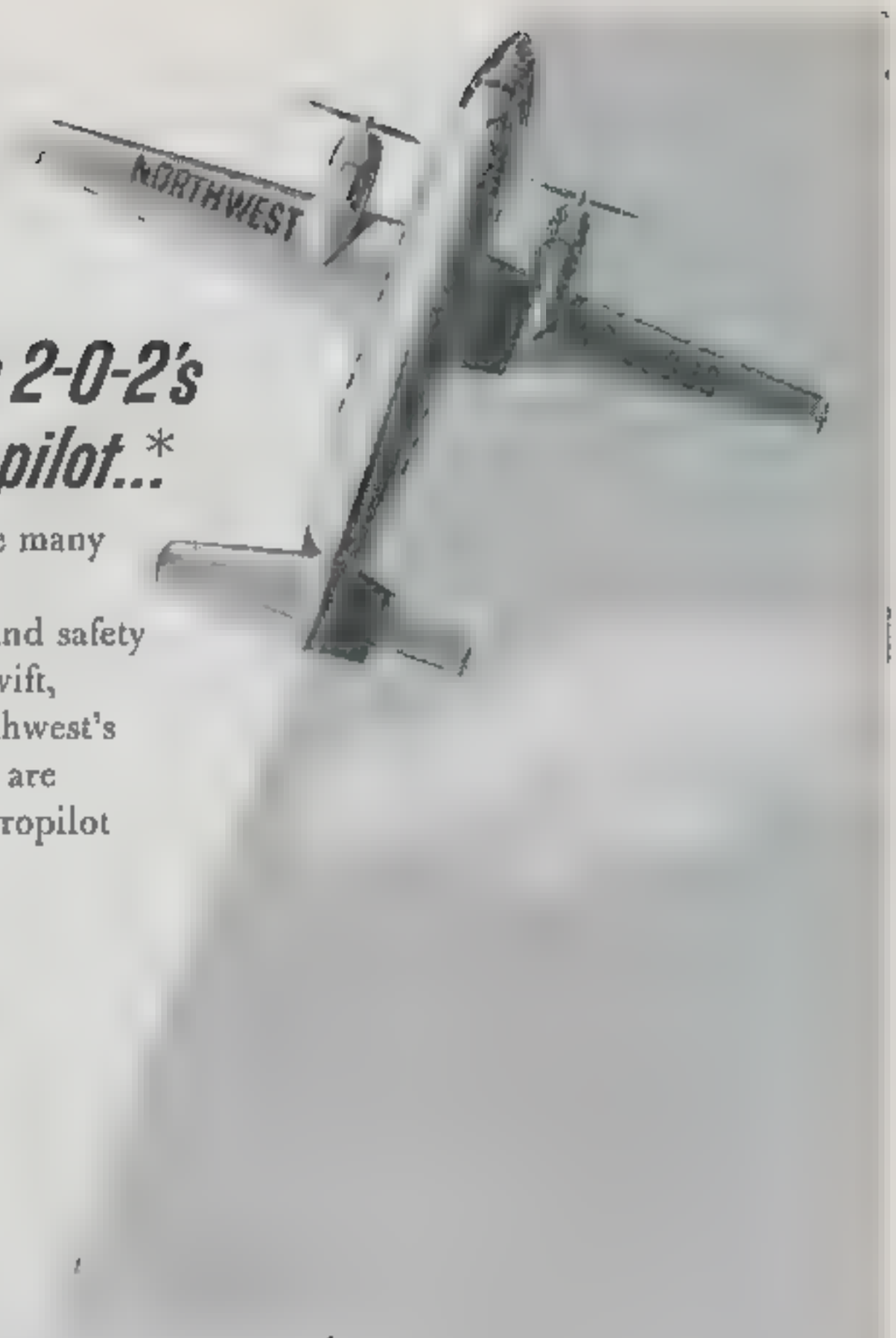
MAINE

Box 449



Northwest's Martin 2-0-2's fly with Sperry Gyropilot...*

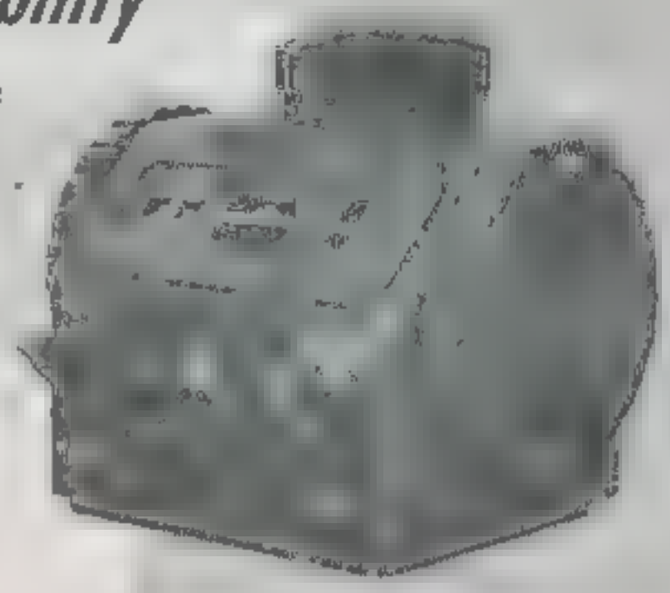
Northwest Airlines has joined the many leading airlines that bring to their passengers the additional comfort and safety provided by automatic flight. The swift, luxurious Martin 2-0-2's that fly Northwest's "Overland Route" from coast-to-coast are now equipped with the Sperry A-12 Gyropilot to help the pilot do his job better.

for smoother travel under all flight conditions...

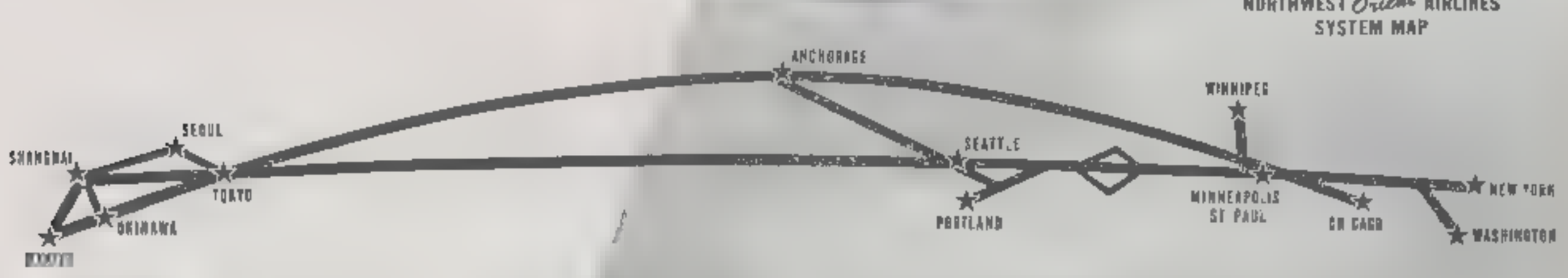
The Sperry Gyropilot gives the human pilot complete automatically stabilized control of his aircraft at all times . . . enables him to keep his plane proceeding smoothly on course and on time regardless of weather . . . lessens his tension and fatigue

more passenger comfort and greater schedule reliability

Thus, the Sperry Gyropilot's accurate control of the aircraft brings to passengers the comfort of smooth flight even in rough air . . . to the pilot relaxation and higher efficiency . . . to the airline operator greater schedule reliability.



* Trade Mark Reg. U. S. Pat. Off.



SPERRY GYROSCOPE COMPANY

DIVISION OF THE SPERRY CORPORATION · GREAT NECK, N. Y.

NEW YORK · CLEVELAND · NEW ORLEANS LOS ANGELES SAN FRANCISCO SEATTLE

Piscataquis County

Piscataquis, the "county of lakes", is the second largest county in Maine. Within its 4,205 square miles are 252,872 acres of water, almost twice as much as any other Maine county.

Located in the north central part of Maine, it contains four outstanding features: In the northern section it contains hundreds of large and small lakes in a wilderness of forest and mountain; it contains Moosehead Lake, largest in the State; it is the site of mile-high Mount Katahdin and Baxter State Park; and its southern section, containing most of its built up villages and towns, is an important agricultural and industrial area.

The Moosehead Lake region is one of Maine's most popular hunting, fishing and vacationing areas. Forty miles long and twenty miles wide, the lake contains several large islands, many bays and inlets and is fed by scores of streams and lesser lakes. Hemmed by rugged mountains and flanked by the virgin forest, Moosehead has been a haven of rest and a center of sports and recreation for many years. Its waters provide unexcelled trout, togue and salmon fishing from the time the ice goes out, early in May, until the hunting season in October. From Moosehead Lake start five famous canoe trips: The East and West Branch trips, the Allagash, the Allagash Circuit and the St. John River trip.

Greenville, at the foot of the lake, is the starting point for excellent roads that strike for many miles northward along both sides of the lake into the wilderness regions beyond. To the west one road leads through Greenville Junction to East and West Outlets, Rockwood and Seboomook to Caucomgomoc Lake 80 miles to the north. To the northeast the other road leads through Lily Bay and Kokadjo to Ripogenus Dam at the foot of Chesuncook Lake and around Harrington Lake to Baxter State Park and the Katahdin region.

From Greenville also lake steamers and other boats travel to various resort centers on the lake. Opposite Rockwood and West Outlet, Kineo Mountain rises sheer from the heart of the lake. A beautiful resort spot, it is the largest mass of horneblend in the world and Indian implements and weapons made from its flint have been found in all sections of New England. A few miles from Greenville, on Little Wilson Stream, a fifty-seven foot falls in a sheer slate canyon makes one of the prettiest cascades in the State. Big Squaw Mountain, near Greenville Junc-

Squaw Mountain Inn

On Magnificent Moosehead Lake in the Maine Woods

A Fisherman's Paradise

Salmon, trout and togue. The INN will arrange boats, guides and license for you.

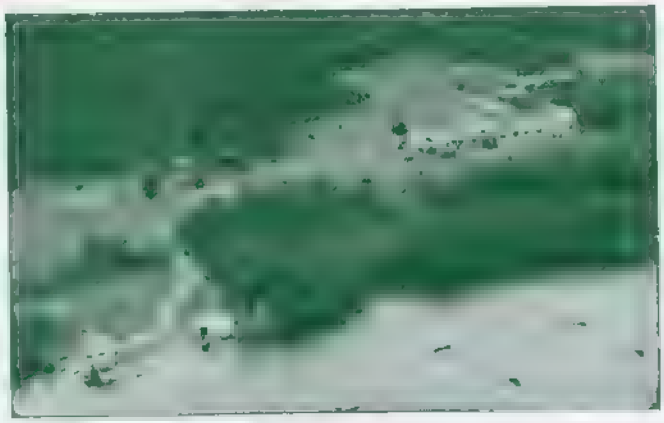
Golf at the Door

Our own nine-hole course is one of best in Maine.

Young People Have Fun

Tennis, swimming, boating, canoeing, mountain climbing, picnics, entertainments and dances. Cocktail lounge. Bowling green. Putting course.

Seaplane Harbor



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Famous chefs. Model kitchen supplied by our own farm.

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Snuggled among balsam firs bring you close to nature. Or large, cheerful rooms at INN with or without baths.

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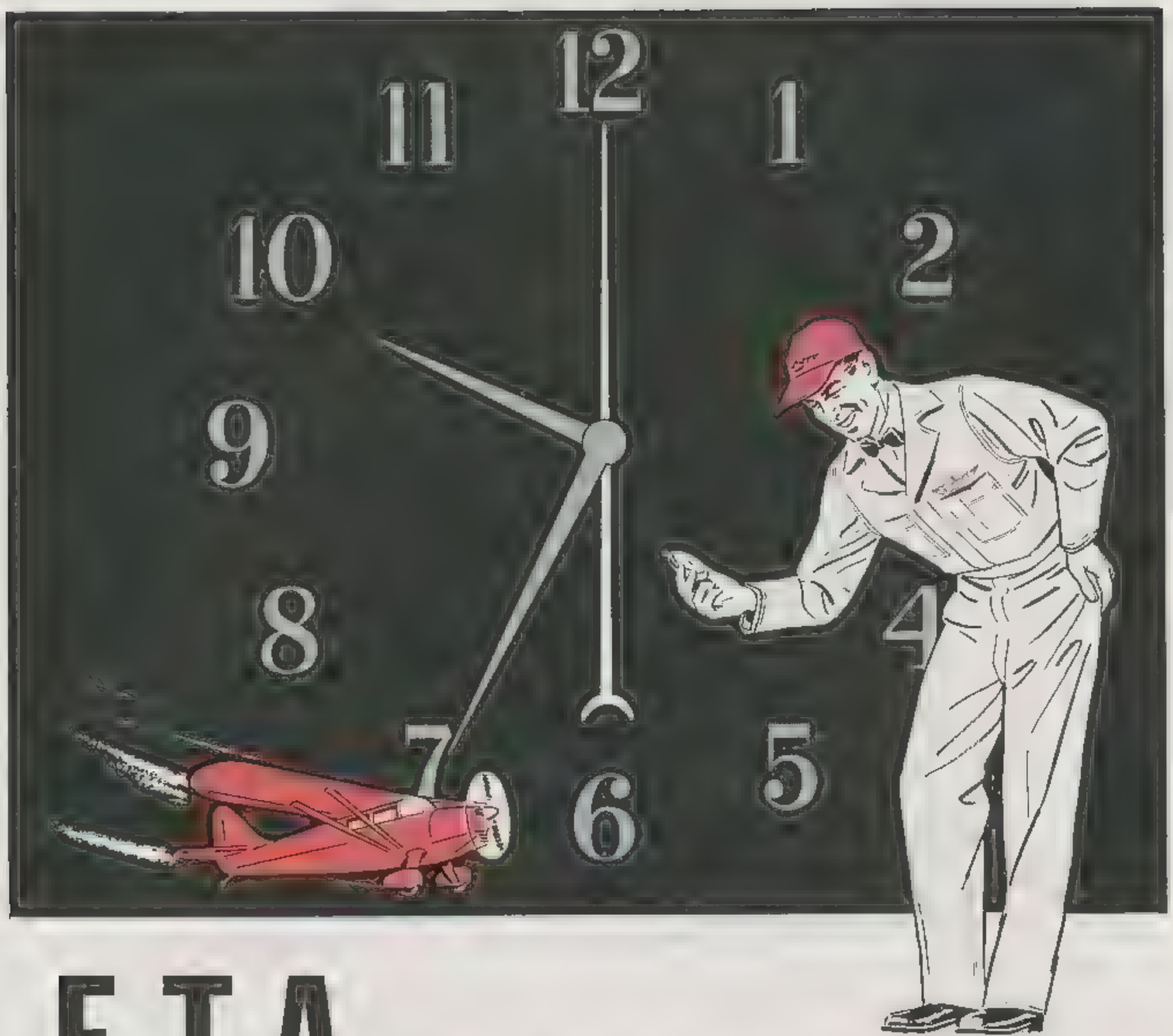
PHILIP SHERIDAN, Ownership-management

Squaw Mountain Inn, Greenville Junction, Maine

In writing to advertisers, please mention "Maine Invites You"



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You land the minute you say you will . . . when your engine performs dependably, and your navigation's perfect.

And for dependable engine performance, look to Skyway Service offered by Standard Airport Dealers.

You'll like their courtesy and know-how. And you'll like their Standard Aviation Gasoline and other flight necessities . . . including the new Standard Aviation Engine Oil, specially made for light planes.

What's more, you'll like the *convenience* of this Skyway Service. For there are literally hundreds of Standard Airport Dealers . . . throughout the Midwest . . . always ready to serve you.

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STANDARD OIL COMPANY (INDIANA)

Join up with Stinson NOW!

Plan ahead with the industry's most successful manufacturer!

It's always possible for a successful factory to have a few unsuccessful dealers . . .

. . . but there's no such thing as a successful dealer for an unsuccessful factory!

That's why all airplane dealers are paying so much attention to the four words: *"Stinson is making money."*

They know that Stinson dealers, likewise, are making money . . . and making sure of a prosperous future.

Stinson has the right product for today's market. Stinson backs the product with modern merchandising methods. Stinson has developed the best dealer team in the business . . . and it's growing stronger every month!

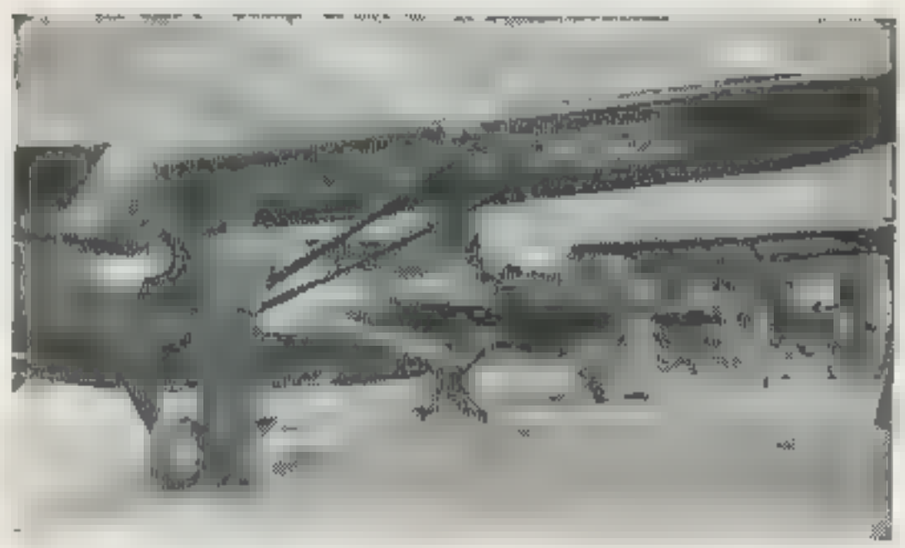
Stinson knows merchandising! Stinson backs its product, and its dealers, with the kind of advertising and sales promotion power that delivers live prospects and helps close sales. Result? Stinson sells more 4-place planes than all other makers combined!

Join aviation's finest dealer organization!

The Stinson organization is growing . . . on a planned, long-range basis.

Additional opportunities are now being created for qualified operators!

Want the facts? Just write or wire (in confidence), to Wm. H. Klenke, Jr., General Sales Manager, Dept. G, Stinson Division, Consolidated Vultee Aircraft Corp., Wayne, Mich.



Stinson is making money! With 22 years of production "savvy"—backed by the combined research and test facilities of Consolidated Vultee Aircraft Corporation—Stinson knows how to build top-quality planes at realistic, competitive prices. And Stinson knows how to sell them.

Stinson provides management counsel! Stinson won't tell a dealer how to run his business. But Stinson management can show him how to simplify and straighten out his paper work . . . how to do *more* of the activity that *makes* money . . . how to do *less* of the activity that *loses* money.

Stinson

For 22 years, builder of America's most useful personal planes

EVERYBODY IS FLYING

BUDDY L
SUPER-HYDRO
Automatic
WATER PISTOL
REMOVE RUBBER CAP TO REFILL
WATER PELLET SHOT— NOT A STREAM
COMFORTABLE PISTOL GRIP HANDLE
MACHINE GUN ACTION REALISTIC CLICKER SOUND
ACTION! FUN! SKILL! SAFE! HARMLESS!
• SIZE: 10" LONG
• 1000 SHOTS WITH ONE FILLING
• COLORFUL AND COMFORTABLE WOOD GUN GRIP
• ALUMINUM BODY
• INDIVIDUALLY PACKED 2 DOZ. TO SHIPPING CARTON
• WEIGHT 10 LBS.
BUDDY "L" SALES NEW YORK, INC.
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1000 SHOT
WATER PELLET
RAPID-ACTION PISTOL
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ROOM 540
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Goes all out for PLASTIC DOLLS
and BUYERS go all out for . . . .

ARRANBEE

The way buyers are saying it with orders is proof positive that Arranbee is again, as always, in tune with the times in switching to all plastic dolls. Just one more bit of evidence that you can always depend on Arranbee to be in the forefront of progress in the doll world. Take a look at Arranbee's new creations and you will see that *new look* you have been looking for in smart coiffures, modern styling and perfect costuming.

It is more than ever worthwhile to see Arranbee when in New York

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DONALD DUCK

Dressed in his inimitable sailor outfit, smartly styled by the Arranbee Doll Co.—he's a sure-fire seller now with voice!

Donald has a composition head and is mounted on a real steel spring. He's set in a sturdy all-wood box that has locked cornered metal hinges—and an improved metal push button. The box is attractively covered with fine paper print.

Priced at $10.80 per dozen
3 dozen to a carton

Terms 2%—10 days e.o.m. Net 30 days F.O.B. N.Y.

No. 300 JACK-IN-THE-BOX with Voice
$10.60 per dozen

No. 800 STORY-JACKS WITH VOICE
Packed 3 dozen assorted characters to carton
$14.40 per dozen

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RUSSELL'S POPULAR GAMES
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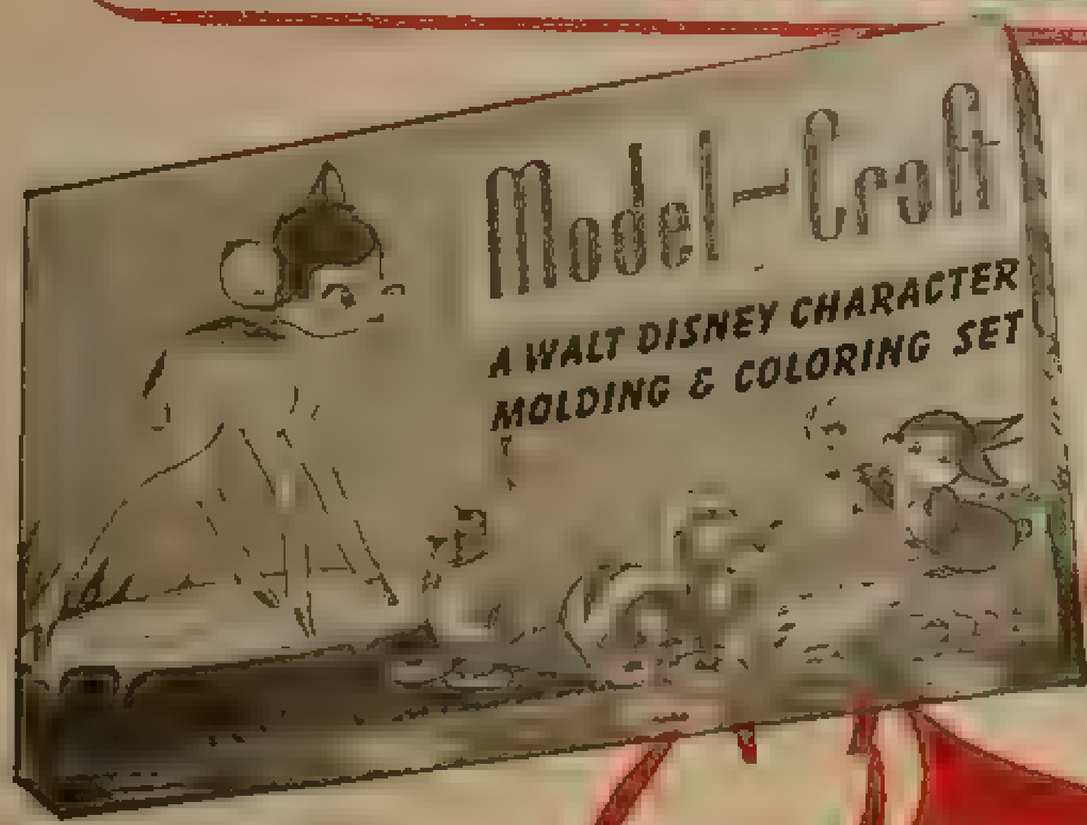
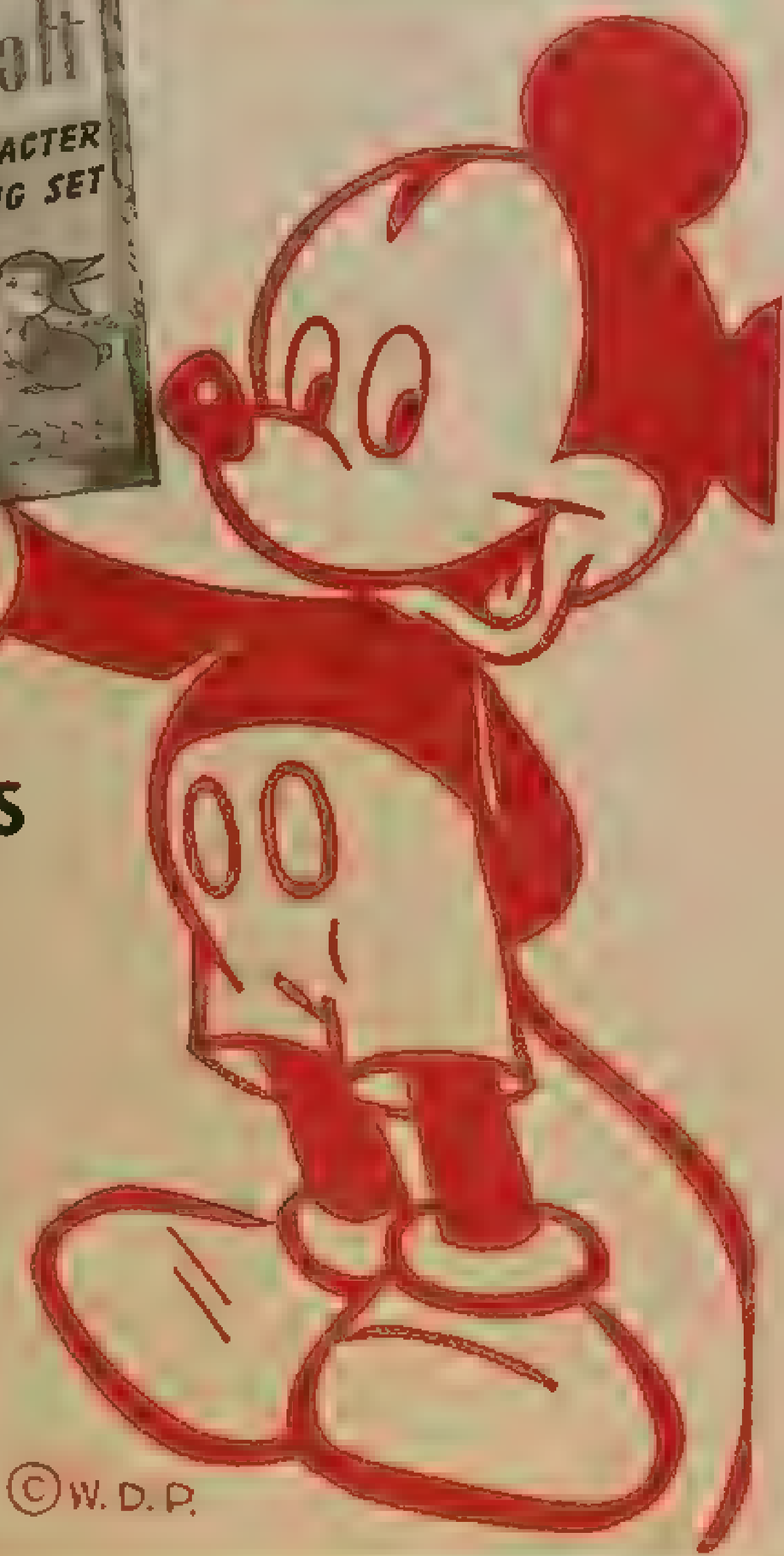
NATCH'... MODEL-CRAFT MOLDING and COLORING SETS ARE TOPS!





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To RETAIL from **$1.00** UP

For variety as well as quality and play appeal, nothing in the field of modeling and coloring sets is in a class with Model Craft.

Retailing from $1.00 up, the Model Craft line meets today's demand for value. America's leading stores have found it pays to promote Model Craft—you, too, can make it one of your steady profit producers. Write for full details or contact our nearest sales office.

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David Schwartz

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[illegible] Texas
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Model Craft Inc. [illegible] WEST MONROE ST. CHICAGO 6, ILLINOIS

All Six of Walt Disney's Most Popular Stars are NOW Included in the FAMOUS FAMILY of Gunds

•

Not two—or four—but *all six* of the famous screen personalities that *all* America loves best . . . authentically re-created into quality stuffed toys by Gund master-craftsmen . . . Here are terrific promotion-value and proven sales-appeal that leading stores are turning into profits! Plan to feature, to display, to advertise these Walt Disney characters by Gund as high-spot promotions all year 'round.

THE REGULAR LINE *of famous Gund stuffed animals and soft dolls is the best in all our fifty years! See it as well as the Walt Disney series at Gund showrooms from coast to coast.*

Copyright Walt Disney Productions

THE FASTEST-SELLING TOY CASH REGISTER EVER MADE!

KAMKAP'S
new, improved,
STREAMLINED model

- fun to play with
- educational
- ideal as a bank

being successfully promoted throughout the country!

It's lightweight, yet sturdy! A fine quality toy with sales-appeal unlimited!

GREATER THAN EVER BEFORE — HERE'S WHY . .

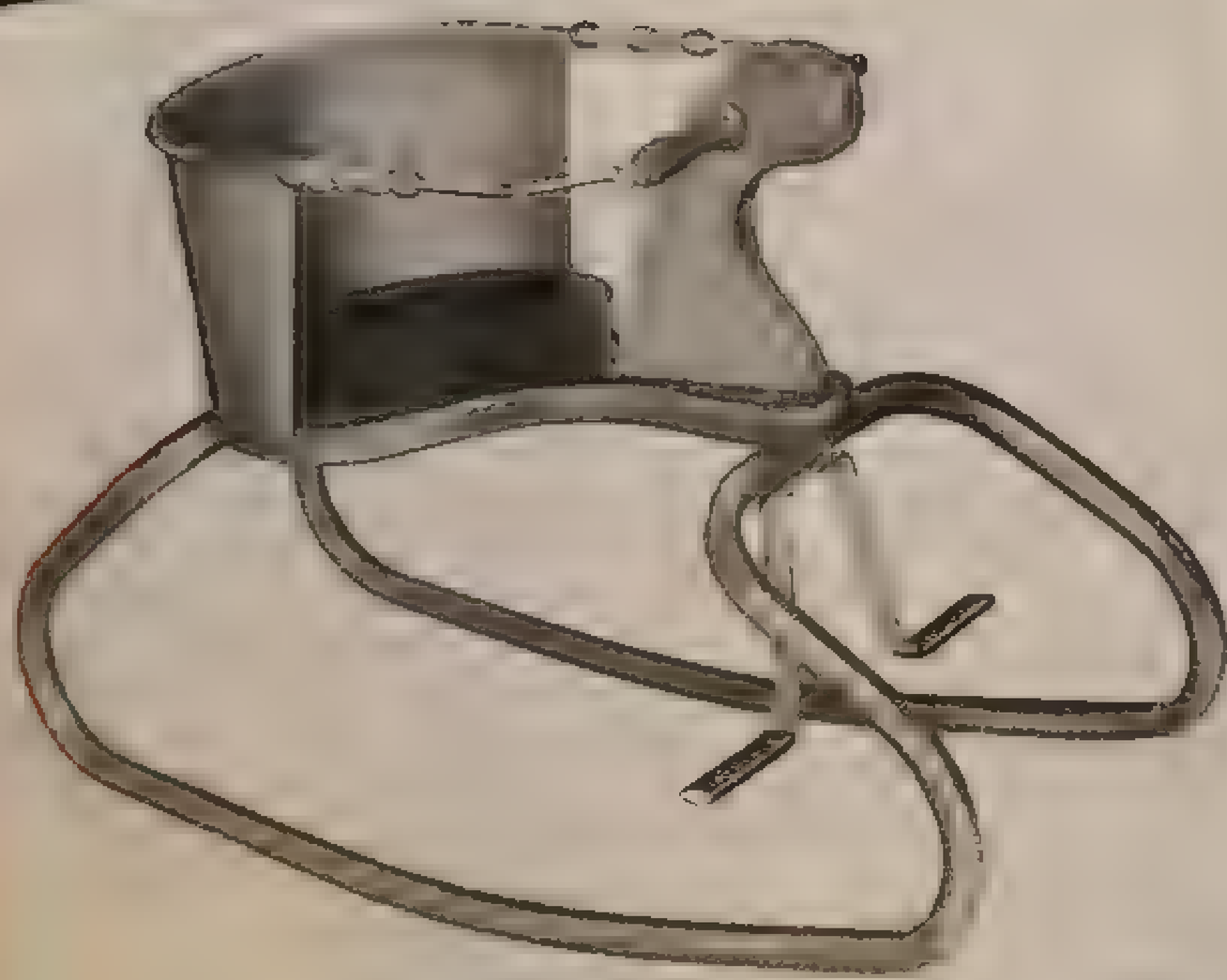
- lock and two keys
- beautiful streamlined design — bright red trim
- aluminum construction
- rubber bumpers — prevent furniture scratching
- unbreakable window
- no dangerous sharp edges
- 6 cash drawer compartments
- bill section holds actual size bills

A SENSATIONAL VALUE TO RETAIL FOR ONLY $3.98

KAMKAP, INC. 200 Fifth Avenue, New York

NEW!

SAFETY

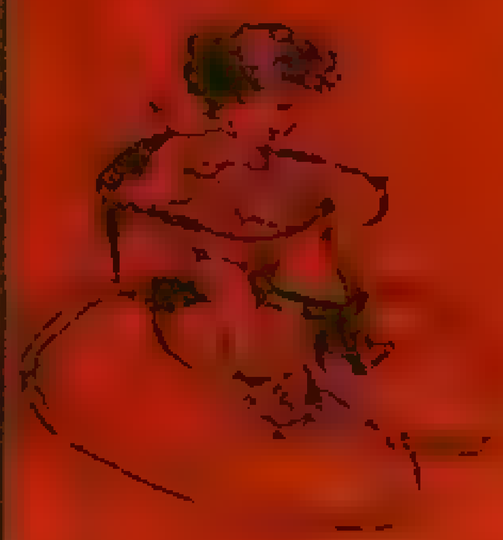


TOT-ROCKER

No. 510

OVER ALL DIMENSIONS

24 inches long
18 inches high
17 inches wide



- CAN'T TIP OVER . . . in Any Direction! . . . front, back or sidewards.
- CAN'T MAR RUGS OR FLOORS
- SMOOTH ALL-STEEL TUBULAR RUNNERS . . . Bright Plated Rust-proof Finish
- RUBBER-FACED METAL FOOT RESTS.
- SOLID WOOD SEAT . . . 1" thick . . . with Metal Back . . . Finished in Durable Enamel . . . Assorted Color Combinations.
- ASSORTED BEADS . . . in Bright Colors.

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All patents pending.

SIMPLE AND SAFE TO OPERATE!

Riding the crest of popularity, Sea Star is a top favorite with the younger generation and their parents too. It operates safely on a new action principle without chemicals, mechanism or flame, and is sturdily constructed of colorful plastic. Individually packaged in unique four-color carton that becomes a dry-dock when opened for play value in or out of the water — and for use as a dealer display. Order Sea Star today and set a course for immediate sales.

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And BOY BUGLER

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The most famous and largest selling games in the world

POPEYE'S GAME

An instant hit!

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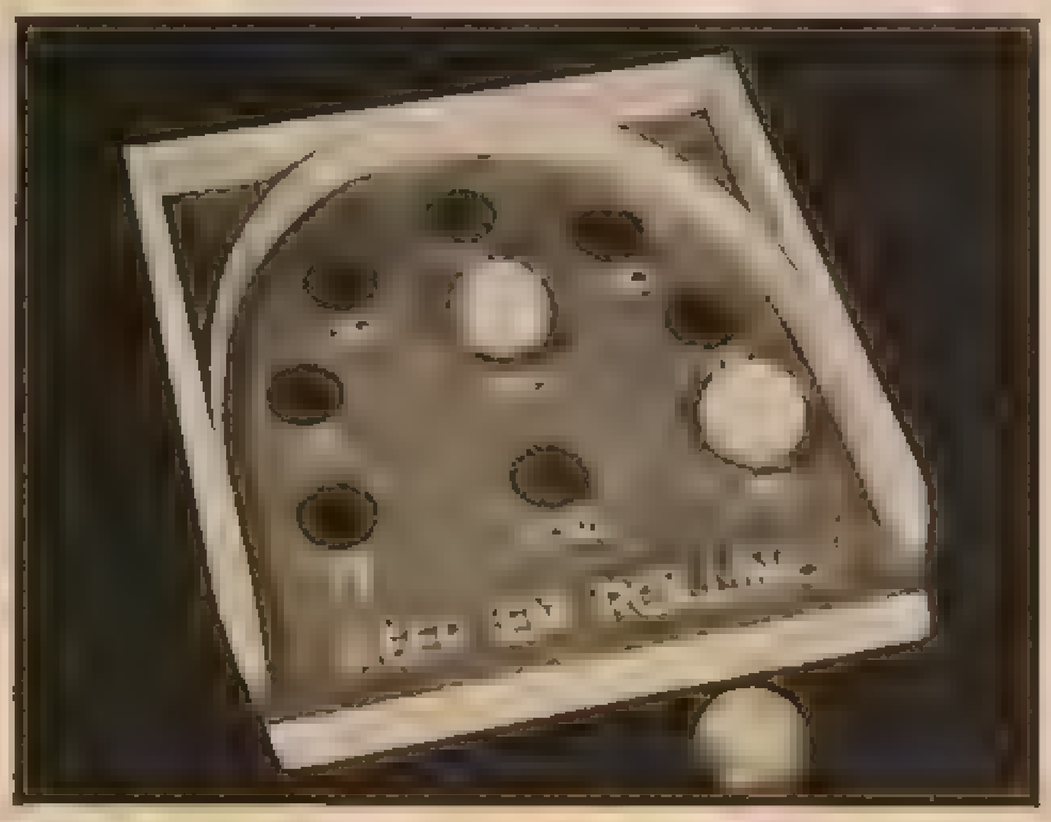
For six players

$1.50

KEEP 'EM ROLLING

Also a new game — for any number of players — old and young.

$7.50



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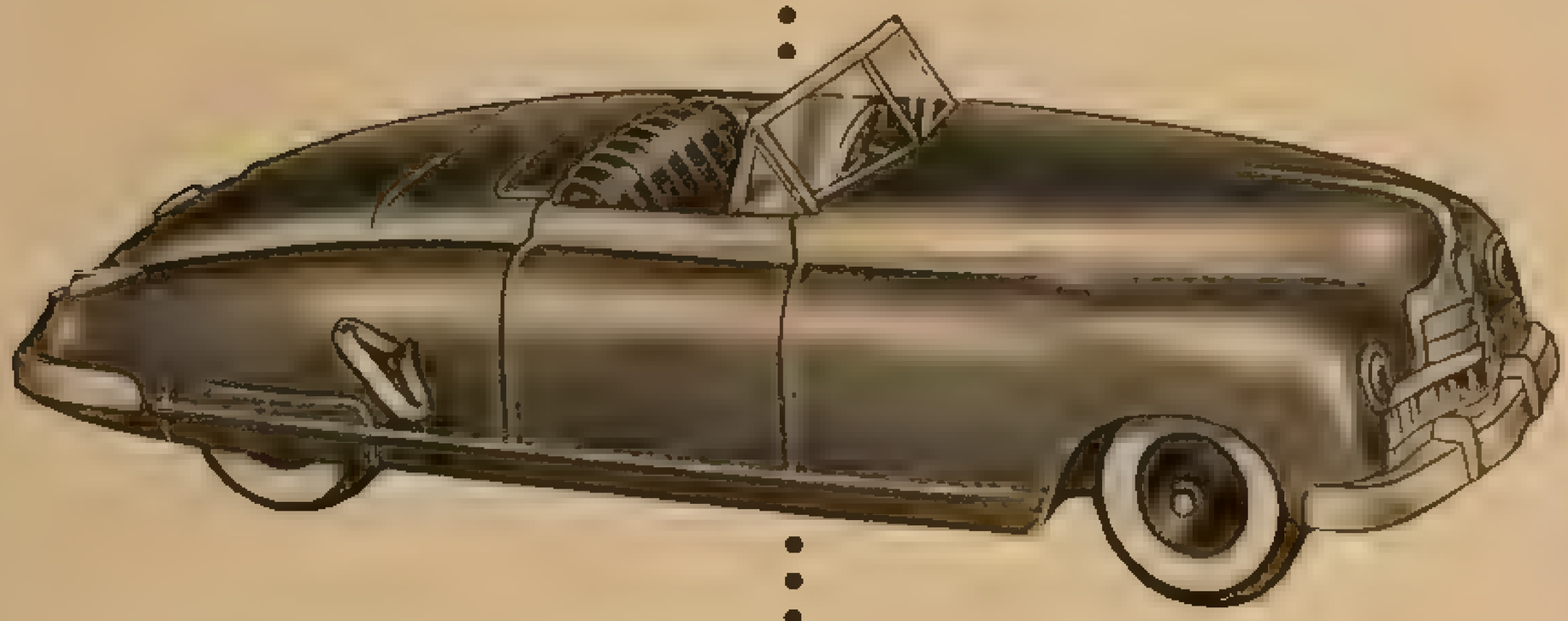
1-2 PUNCH for '48 SALES!
TWO KNOCKOUTS for the biggest sales you ever had!
1
The All New
TORNADO RACER
Powered by MOT-AIR-ETTE
Acclaimed the Outstanding Mechanical Toy of the recent New York Toy Fair
A sensation last year, nationally publicized by press and radio. This Year's TORNADO RACERS are headed for NEW RECORD HIGHS IN SALES AND PROFITS FOR YOU
ALL NEW COLORS: Chip-proof baked enamel in red, yellow, blue, white and silver
ALL NEW ALL-METAL PUMP: destruction-proof, takes plenty pressure
ALL NEW SWITCH ARRANGEMENT: Quicker, easier, surer acting.
ALL NEW WHEEL ATTACHMENT: Solid, sturdy, faster turning. Real inflated puncture-proof rubber tires.
ALL NEW MOTOR DEVELOPMENT: Improved action, longer lasting, more speed
PUTT-PUTT! PUTT-PUTT!
Pneumatic! Just pump, set up and away it goes from 15 to 20 miles an hour and sounds like a real gas engine
SPECIFICATIONS
Length 14" Width 5½"
Individually boxed. Packed 24 to master carton
Shipping weight per carton 48 lbs
Suggested retail $4.95
2
The All New
WHIRL "WIND" HELICOPTER
Now Mechanized!
Knockout No. 2 for Plus Sales. Wind it up and away it goes — propeller whirling and losing around like a real helicopter ready for takeoff!
Sturdy Powerful Clock Spring Motor. The spring is guaranteed not to break
All Soft White Rubber Propeller Blades
Latest Type Brave-Proof Plastic Fuselage - Nose and tail
Metal Parts of Heavy Aluminum and no less than 20-gauge steel
An Assortment of Brilliant Colors.
Rubber Balloon Tires
Beautifully, individually Packaged.
SPECIFICATIONS
Individually boxed packed 36 to master carton
Shipping weight per carton 74 lb
Suggested retail $3.49
DON'T DELAY ORDER NOW - WHILE PRODUCTION AND MATERIALS CAN FILL DEMAND!
WOODETTES — MERCHANDISE MART — CHICAGO 54

The NEW LOOK

IN *PLASTIC* MECHANICAL TOYS



Saunders

$1.00 RETAIL

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SPORTSTER

MANUFACTURED BY

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DON'T BE CAUGHT SHORT!

Key Your Advertising to this... Triple-Promotion Plan!

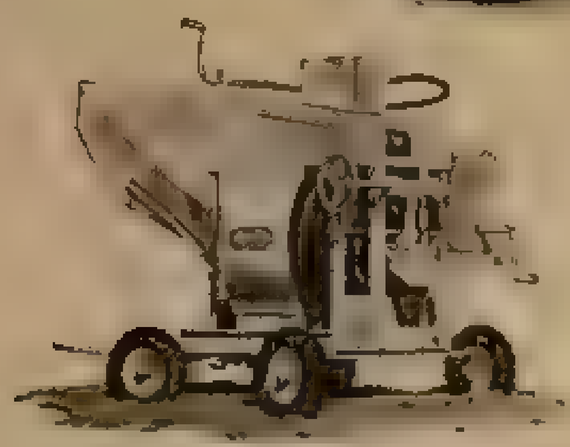
Model Toys ads placed from November 17 to December 8 create desire and start the sale! You finish if off aggressively by telling customers that Model Toys are in your store! Ad mats and electros on request.

New Doepke display material reaches out from counter or window to catch *and hold* attention! Packed with each introductory Package Deal, they make *customers out of passers-by!*

With every *Model* Toy sold goes a repeat business "kicker"—the Handbook of *Model* Toys. It clearly shows how *Model* Toys are play-related for greater fun . . . *and makes double and triple-header sales for you!*

model EARTH HAULER

model ROAD GRADER



model CONCRETE MIXER

model BUCKET LOADER

The best-built toys in America are the best-selling toys in America!

Model TOYS

THE CHARLES WILLIAM DOEPKE MFG. CO., INC. ROSSMOYNE, OHIO

ORDER NOW TO AVOID POSSIBLE DISAPPOINTMENTS LATER!

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Room 559 and 5[illegible]
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MIDWEST
Mr. Hugh D. Kenney
1443 Merchandise Mart
Chicago, [illegible]

SOUTH
Mr. William A. Yarborough
Atlanta Toy Mart
1027 [illegible]nner Street, N. E.
Atlanta, Georgia

SOUTHWEST
Forest B. Thompson
60[illegible] Welch Street
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WEST
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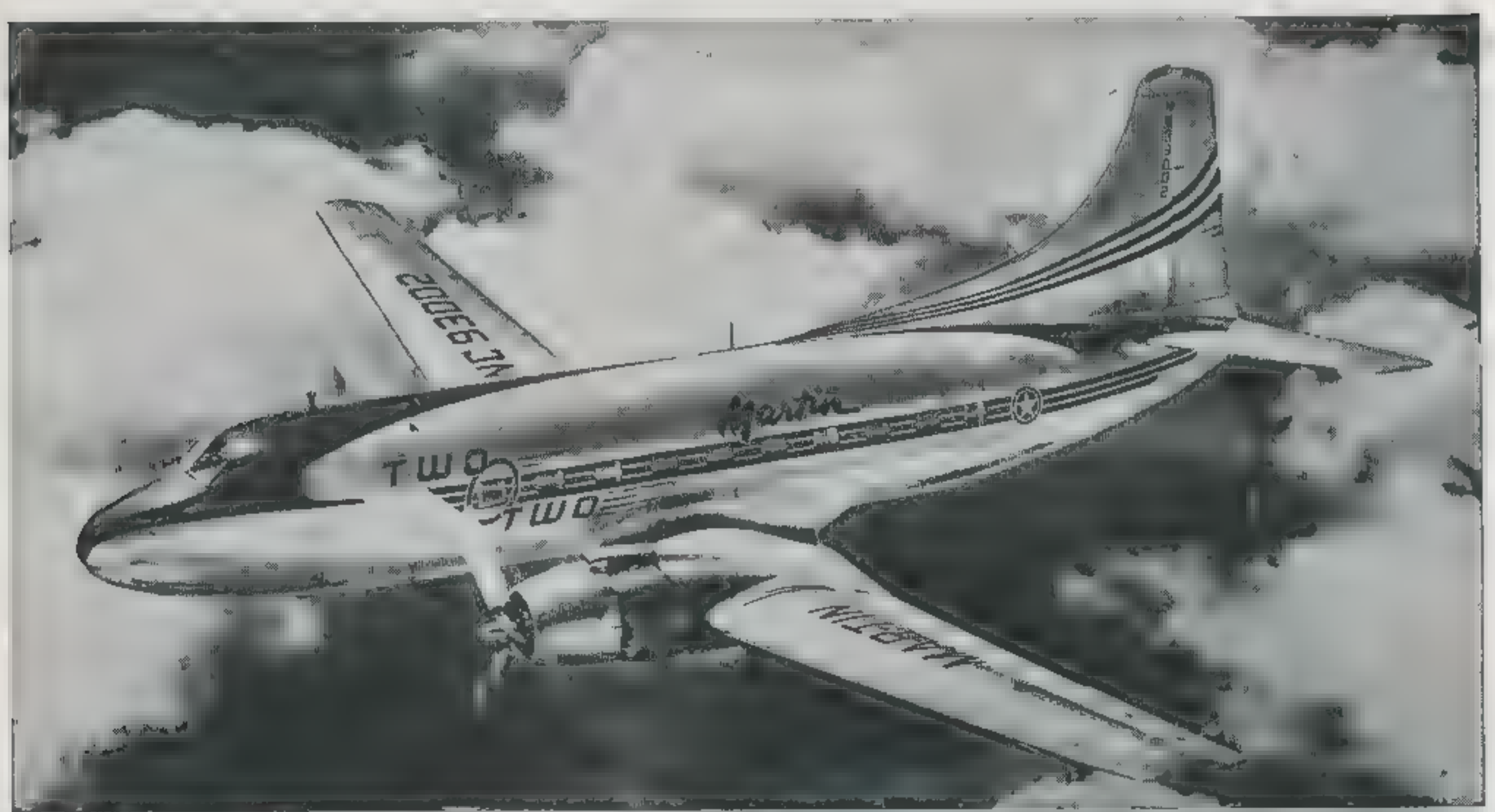
The Martin 2-0-2, 36-40 passenger twin-engine airliner, one of the first airliners of completely postwar design to be approved by the CAA, is now in service on leading airlines. Advanced aerodynamically clean design, eliminating drag, plus new improved models of war-tested 2400 horsepower engines, give the new luxury airliner nearly 100 miles an hour faster cruising speeds over prewar twin-engine airliners it is replacing.



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Use Texaco's outstanding Lubrication Engineering Service and Texaco Aviation Products to keep mechanical equipment in top form.

THE willing cooperation of Texaco Lubrication Engineers (Aviation) has helped airlines all over the country to keep their flight schedules up, their maintenance costs down.

Make use of this service. A Texaco Lubrication Engineer specializing in aviation will gladly work with you . . . to help you overcome the causes of too frequent engine overhauls . . . of mechanical troubles that interrupt service. You'll find his broad practical experience helpful in other ways, too.

Texaco has the industry's most extensive line of aviation lubricants and fuels . . . more that meet A-N specifications than any other brand. Airline preference for Texaco is indicated by the fact that —

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Enjoy the benefits of Texaco Aviation Products and Lubrication Engineering Service. Just call the nearest of the more than 2500 Texaco Wholesale Distributing Plants in the 48 States, or write The Texas Company, *Aviation Division,* 135 East 42nd Street, New York 17, N. Y.

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Tune in...Texaco Star Theatre every Wednesday night featuring Gordon MacRae and Evelyn Knight...ABC Network

Ocean View House

OGUNQUIT, MAINE

A refined, quiet place for those desiring rest and recreation. Near ocean, beach, and all sports and amusements. For further information write

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Somerset Modern Cabins

22 CABINS ROUTE 1 — WELLS, MAINE

Beautiful ocean view overlooking Wells Beach

All have running water, toilets, hot water shower or tub and radio

Write for folder — Please print name and address

WM. J. LESSARD, Prop. — Box 152, WELLS, MAINE

WELLS, MAINE

"One of New England's most famous coast resorts"

Within the boundaries of this historically famous sea-coast town are the four well-known summer resorts of Ogunquit, Moody Beach, Wells Beach, Laudholm Beach and Drakes Island—all on the ocean side of a township that is rich in fertile farm lands, Colonial history and stately old mansions. Whether you want the restless sea or the quiet countryside, Wells Invites You. Whether you come for a day or a life-time, Wells Welcomes You. For further information, write to

"OLD WELLS-BY-THE-SEA"

WELLS, MAINE

THE MARGUERITE

AT WELLS BEACH, MAINE

One Mile Off Route One

80 Miles from Boston—35 Miles to Portland

Has been open every season since 1873

Attractive homelike hotel with restful atmosphere, situated directly on one of Maine's finest beaches. Within five minutes of churches and shops. European Plan. At the Forbes Dining Room you are served with the freshest possible sea foods, taken from the clear blue waters of Wells Bay and prepared at once by skilled chefs for your enjoyment.

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Mr. W. W. Davies' position as Director of Engineering for United Air Lines causes him to look at aircraft with a practical eye.

"When United buys a new type, of course we check design, construction and all the rest.

"But we go even farther. We ask, 'How much money can this airplane earn for us? How does payload compare with operating cost?' You see, with us, it's a matter of dollar and cents.

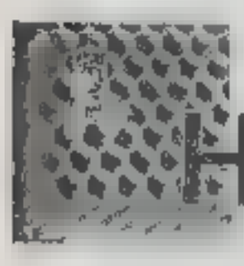
"That's why we're always glad to see 'Honeycomb' used. Because it saves weight. And every pound of dead weight saved shows up on the black side of the operating ledger."

In United Air Lines' DC-6 Mainliner 300's, built by Douglas, Honeycomb is used in many places to save important pounds: Vertical Cabin Partitions . . . Coatroom Shelves . . . Main Entrance Ceiling Panels . . . Magazine Racks . . . Card Tables . . . Lounge Tables . . . Mirror Backing . . . Cabin Stowage Cabinets.

Honeycomb cores are made from impregnated cloth, paper, Fiberglas or other materials, depending on requirements. The core is faced with decorative wood veneers, aluminum, stainless steel or plastic . . . to fit any need for a lightweight, yet very strong and stiff structural material.

Weldwood and Armorply Honeycomb have an amazingly high strength/weight ratio. Extremely light, the core weighs only 4 pounds per cubic foot.

Full engineering data on Honeycomb is available on request. Write for complete details.



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NWA Plans Rebates For Delayed Flights

Fare increase also provided in new tariffs which will go into effect Mar. 15.

Northwest Airlines has taken unprecedented steps to recompense passengers on delayed flights, but at the same time it has acted to nudge fares higher.

Starting Mar. 15, Northwest plans to give a five percent rebate on its ticket prices whenever a flight reaches its destination more than 30 minutes late. The practice—similar to one in effect on some crack, extra-fare railroad trains—will apply to all domestic flights and to all seasons of the year.

▶ **Plan Explained**—In the case of flights cancelled short of their destination, passengers will get a five percent rebate of the entire fare, as well as the customary refund on the unused transportation. When a plane is more than 30 minutes late, the stewardess will make out refund checks and turn them over to passengers as they disembark.

When a transcontinental flight is cancelled with only a short distance of the trip completed, a long-haul passenger may receive in refunds virtually the entire cost of his ticket. A passenger holding a roundtrip ticket would receive a five percent rebate on one-half of the roundtrip fare.

▶ **Hunter Statement**—Admitting that much of the public's criticism of delayed flights has been justified, NWA President Croil Hunter declared that flying planes "on time all the time" has become a major objective of his company. It has adopted a program which goes into the causes and correction of delays from the time a plane leaves its hangar until it lands at its destination.

Cost troubles and delays in meeting schedules have been on the ground, Hunter stated. It is reported that Northwest will offer some sort of bonus to the most efficient ground crews each month if CAB approves the rebate plan.

▶ **A Fare Boost Sought**—Meanwhile, Northwest has asked CAB for permission to boost its domestic passenger fares, eight percent effective Mar. 15. The present 10 percent discount on roundtrip tickets would be continued.

The proposed increase would be the third by the carrier in less than a year. All the domestic trunklines instituted 10 percent increases in April, 1947, and (with one exception) again early this winter.

Even with the eight percent increase, Northwest's roundtrip fares will be two percent lower than the combined one-way regular tariffs of its competitors, which do not have the 10 percent roundtrip discount. The company's roundtrip fares will also be 12 percent lower than competitive combined one-way premium fares on DC-6s and Constellations.

CAB SCHEDULE

Feb. 18—Hearing on Willis Air Service's U. S.-Puerto Rico exemption request. (Docket 3141.)

Feb. 18—Reargument in Middle Atlantic Area case on Eastern Air Lines' application for trunkline service to Pittsburgh. (Docket 674 et al.)

Feb. 19—Hearing on Mid-Continent's application for alternate Kansas City-New Orleans route. (Docket 19.6

Feb. 21—Hearing on Mid Continent's Minot N. D.-Regina Saskatchewan, route case. (Docket 628.)

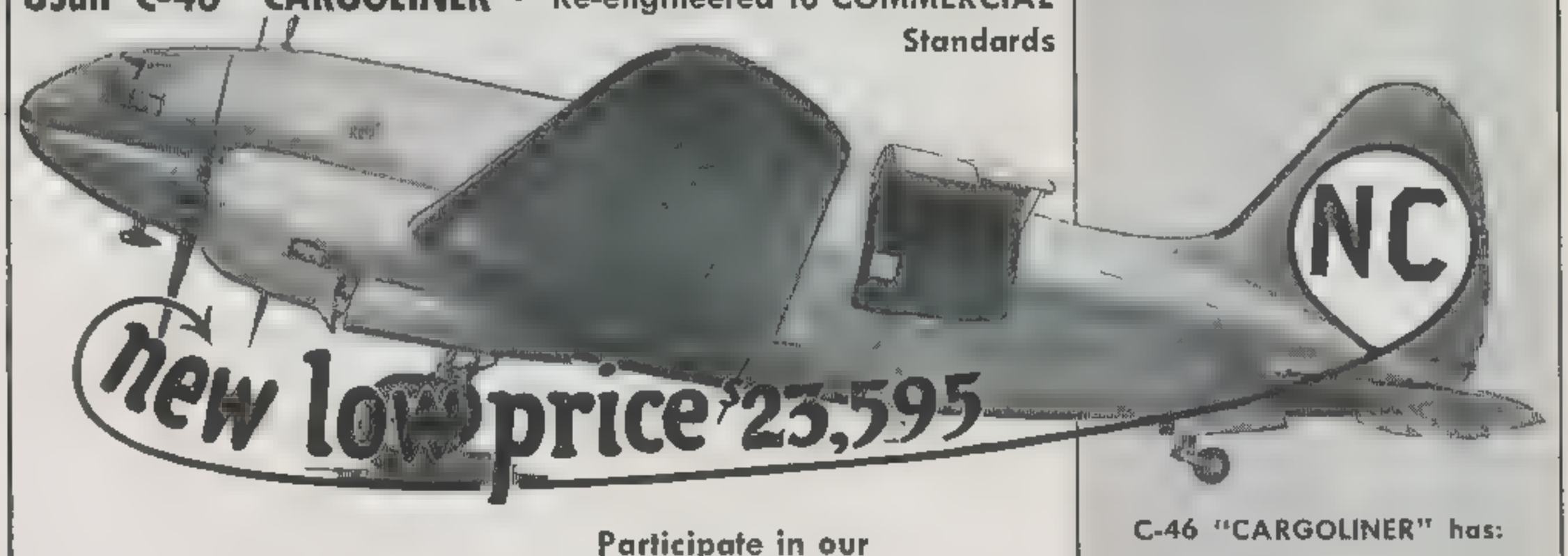
Mar. 15—Hearing on additional service to Hawaiian Islands. (Docket 2790 et al.)

May 15—Hearing on Central Airlines (PCA) mail rate case. (Docket 484.)

BSAA Buys Vikings

British South American Airways has purchased five 24-passenger Vickers Vikings for service in the Caribbean area. The planes will replace Lockheed Lodestars used by British West Indian Airways, which has been taken over by BSAA

USair C-46 "CARGOLINER"—Re-engineered to COMMERCIAL Standards



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This versatile 'plane incorporates all the proved characteristics of the famous Viking. There are two main changes in design—a wide door has been cut in the rear fuselage to facilitate rapid loading and unloading of military equipment, and the floor has been specially strengthened. A cargo hold below the floor runs the entire length of the fuselage and is easily accessible from the ground. Carrying heavier and more varied loads at a greater speed than is possible with similar transport 'planes at present in use, the Vickers Valetta will prove itself invaluable as a transport aircraft. Accommodation is provided for a crew of four. Maximum speed of the Valetta at 34,000 lb is 255 knots at 5,500 ft. on 4,110 h.p. or 253 knots at 10,000 ft. on 3,520 h.p. The service ceiling on one engine is 5,000 ft. using rated power or 7,500 ft. using maximum power.

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Kennebec County

Three famous lake regions, beautifully situated in a country of wooded, rolling hills and fertile farmlands on both sides of the majestic Kennebec River, are distinctive features of one of Maine's most attractive counties, Kennebec. Site of the State Capitol, Augusta, and covered with historic landmarks that played their part in the struggles of a young nation, Kennebec has been called the very heart of the Nation's Vacationland.

The City of Augusta occupies a large area on both sides of the river, whose sloping banks contain several picturesque parks and many historic shrines and monuments. The dome of the Capitol, the main structure built of Hallowell granite, rising above the tops of majestic oaks and elms, is visible for many miles up and down the river. From in front of the Capitol, facing eastward, the 20-acre State Park stretches down to the banks of the river, with thousands of trees, shrubs, an artificial pond and other landscaping features making it one of the most attractive in the State.

On the eastern bank of the river is historic Fort Western, built in 1754 as a protection against the Indians and recently restored as an historic shrine. The Kennebec Dam, just north of the main bridge across the river, supplies hydro-electric power for the city and its manufacturers. Here is the upper limit of tidewater on the Kennebec and, although 45 miles from the sea, a rise and fall of four feet with the tides is registered here.

Both the State House, with its Museum, Hall of Flags, and State Library and the Blaine House, residence of the Governor, are open to the public. Other points of interest include Lithgow Library, with an important collection of volumes and early Americana; Camp Keyes and the Augusta Airport on a high, treeless plateau nearly a square mile in area, from which a sweeping panorama of the countryside is obtained; and Ganeston Park of 475 wooded acres, where hiking, riding, picnicking and winter sports are enjoyed in the midst of a State Game Preserve and Bird Sanctuary.

On the western bank of the Kennebec below Augusta are Hallowell and Gardiner, with the neighboring town of Farmingdale. These are active industrial and shopping centers, with beautiful old homes and estates harking back to the days when sailing vessels by the hundreds carried the name of the Kennebec region to all parts of the world. Into the towns below Augusta lead roads from the southwestern corner of the county, where the towns of Litchfield and West Gardiner are centers of a farming and small lakes region containing summer camps and fishing, boating and vacationing facilities.

(Continued on Page 72)

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"Upholding Maine's Tradition for Hospitality and Fine Food"
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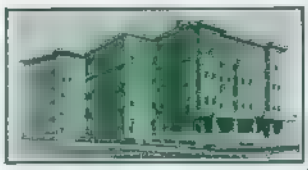

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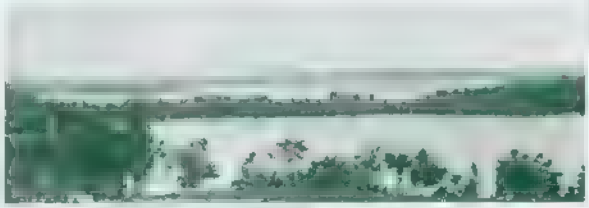

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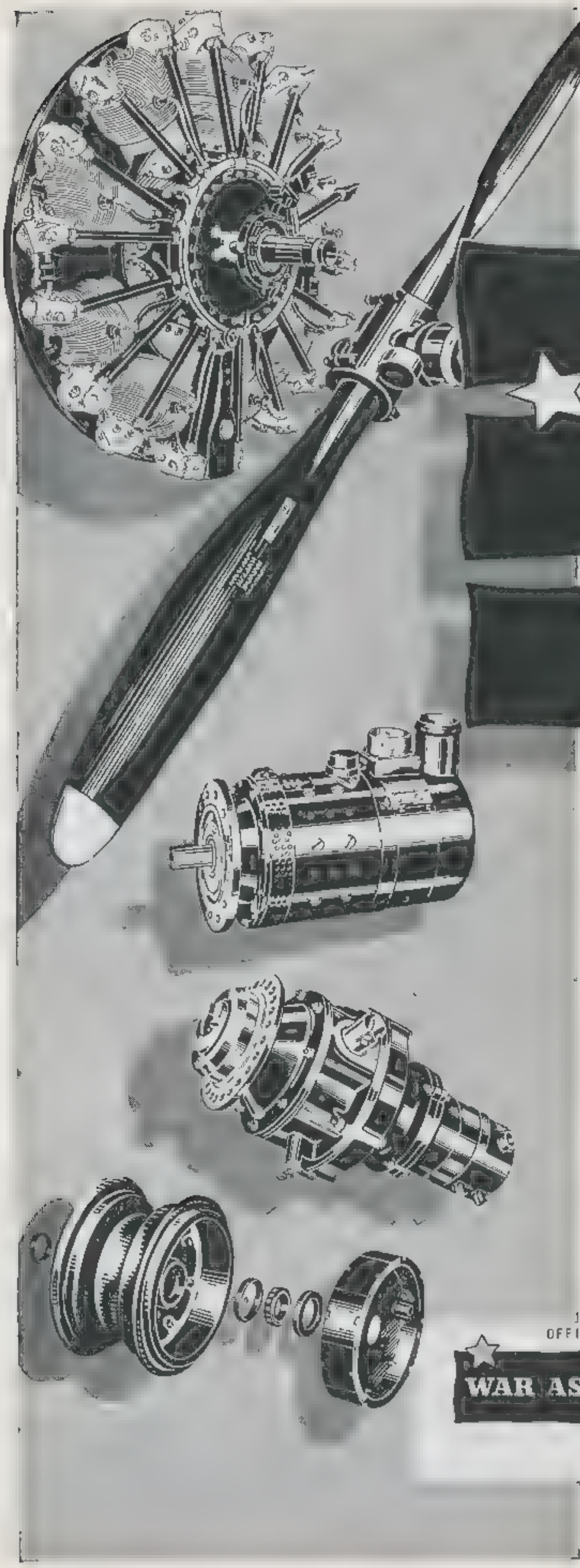

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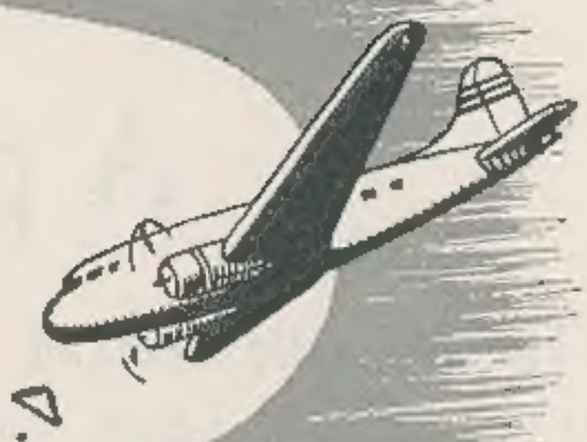

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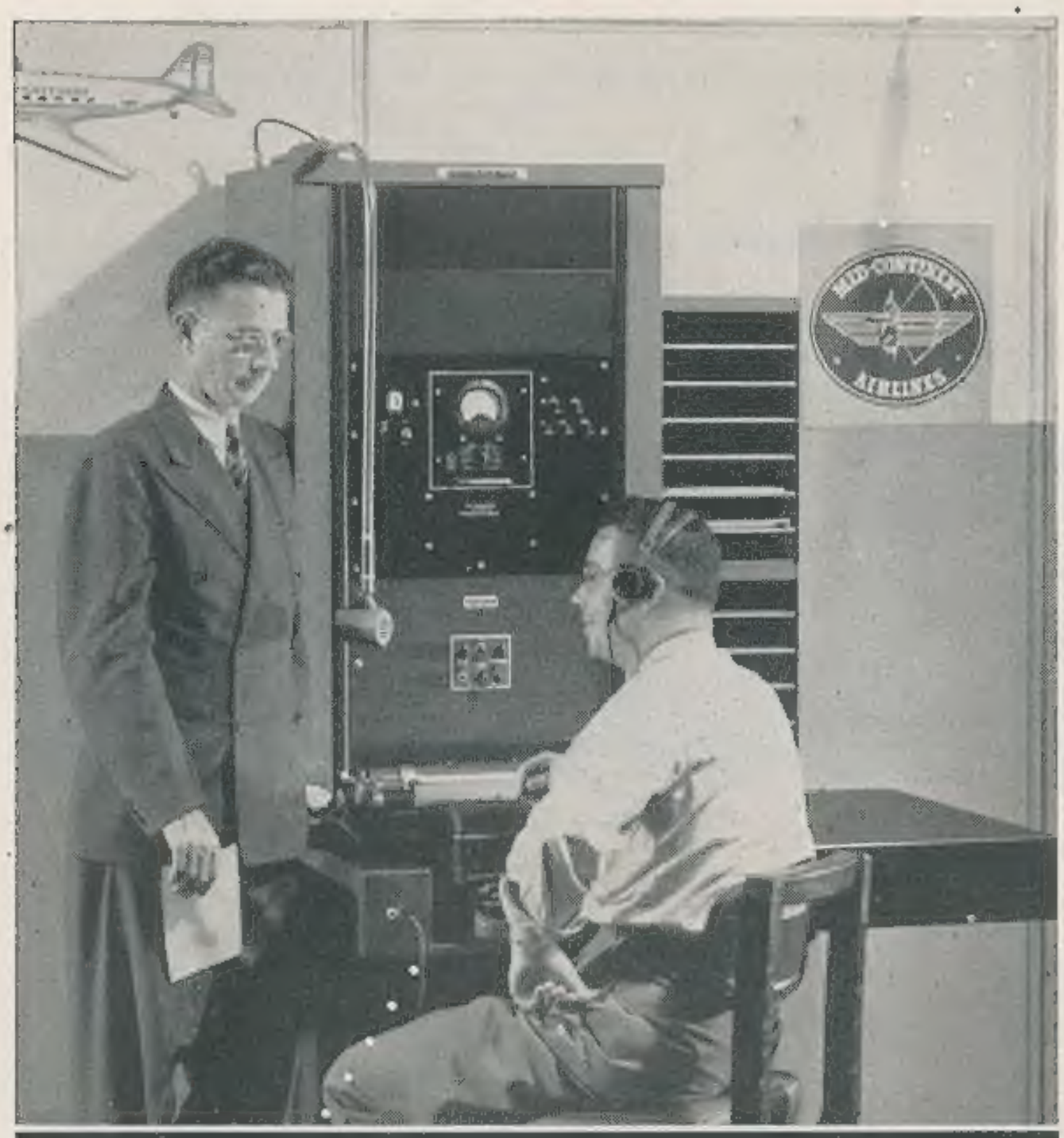

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Along the north central rim of the county is the historic town of New Gloucester, where the famous Shaker Society was organized in 1794, and the present Shaker Village and Church on the road to Poland Spring attract many visitors. Its farm lands and forest slope down to beautiful Sabbathday Lake.

Besides its magnificent and varied terrain, Cumberland County has many unusual and historic features.

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(Continued on Page 34)

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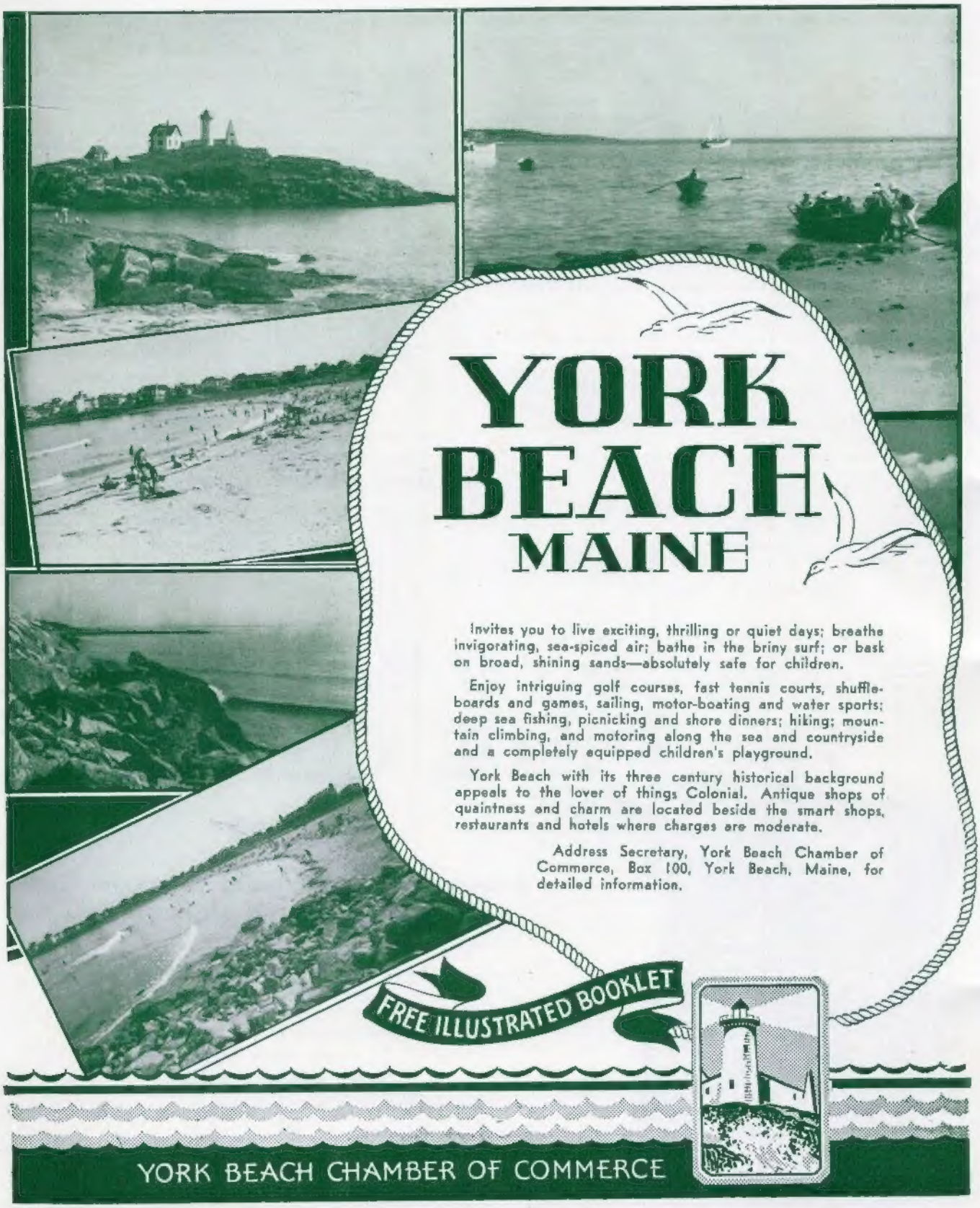
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